Table of Contents

Introduction ........................................ 1
Section Overview of Hampton’s Community Plan, Vision and Goals, How the Plan was Developed, Summary of Key Indicators and Trends, Major Policies and Strategies, Use and Organization of the Plan, and Implementing the Plan

Vision and Goals .................................. 6
Section Overview, Customer Delight, Healthy Business Climate, Healthy Growth & Development of Children and Youth, Healthy Neighborhoods, Healthy Diverse Community, Healthy Region, Strong Schools, Youth, and Overarching Themes

Land Use and Community Design ............ 10
Section Overview, Existing Conditions, Anticipated Future Conditions, Land Use and Community Design Policies, Land Use Plan and Map

Housing and Neighborhoods ................. 18
Section Overview, Anticipated Future Conditions, Housing and Neighborhood Policies

Transportation ................................. 23
Section Overview, Anticipated Future Conditions, Transportation Policies, and Transportation Improvements

Community Facilities ......................... 29
Section Overview, Anticipated Future Conditions, and Community Facility Policies

Environmental Stewardship ................ 36
Section Overview, Anticipated Future Conditions, and Environmental Stewardship Policies

Economic Development .................... 41
Section Overview, Existing Programs, Anticipated Future Conditions, and Economic Development Policies

Community Plan Strategies ............... 46
Overview and Community Plan Strategies Table

Acknowledgements
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Prepared by the Hampton Planning Department With Assistance From All City Departments and Public Agencies.

Special thanks to the countless residents, businesses, and community/civic leaders, and all other staff of City departments and agencies who gave their time and energy to this effort.

DEDICATION
We would like to remember our friend and colleague, William Anthony Meyer, Jr. (1956 - 2001), a member of the Planning Department from 1998 until his death. Bill practiced the highest professional standards. Diagnosed with a terminal illness, he continued to face every day with humor, grace, and dignity.
In January 2003, the City of Hampton, Hampton City Schools, and numerous community partners initiated a broad-based process to review and update both the existing Hampton Strategic Plan (1998) and the 2010 Comprehensive Plan (1989). This effort aims to take a fresh look at what major directions our community must take in order to achieve our vision of “Making Hampton the Most Livable City in Virginia.” These two documents have served to set many key directions that guide both public and private activity. The Strategic Plan and the Comprehensive Plan will be updated and combined into a single document known as “Hampton’s Community Plan.”

The first step in preparing the Community Plan was to identify a vision and a series of goals for the community. Eight community-based focus groups were organized to carry out this step of the process. Over two hundred focus group members attended approximately fifty-eight meetings over the course of four months to develop a report called “Vision and Goals for Strategic and Comprehensive Planning.” The Community Plan strives to create a unified vision from a diverse population. The Plan integrates the visions of city residents, businesses, and local officials into a bold strategy for managing change. Plans also help define our priorities as a community. Broad community goals and specific strategies are developed that affect most facets of community life including neighborhoods, businesses, schools, youth, and families.

Vision and Goals:
The Community Plan is based on a unified vision and supporting goals that define the city’s desired future. Each of us has a vision of what Hampton should be like in the future as well as a shared responsibility for achieving that vision. Although our visions may be different, they have many common qualities. Hampton’s vision is to “Make Hampton the Most Livable City in Virginia.” A community-based visioning and goal setting process was conducted as a first step in preparing the Plan in order to further define what we mean by “most livable city.” It was determined that the vision for Hampton had eight key qualities:

- Customer Delight
- Healthy Business Climate
- Healthy Growth and Development of Youth
- Healthy Neighborhoods
- Healthy Diverse Community
- Healthy Region
- Strong Schools
- Youth

Overarching Themes:
Hampton’s vision is further defined by a number of key themes that were identified in the goal setting process:

- Economic Sustainability
- Community Partnerships and Engagement
- Community Perception, Marketing, and Image
- Preparing Citizens for Future Success

Directions for Moving Forward with the Community Plan:

- Be Inclusive
- Increase Coordination among Critical Issues
- Communicate with the Public

The Community Plan serves as a long term guide for making decisions that will steer the community
toward a destination that is consistent with its vision and goals. Hampton’s Community Plan builds on earlier plans. It provides city-wide policy guidance and the general direction that is needed for more detailed plans for specific areas of the city or for specific facilities or services.

**Summary of Key Indicators and Trends**

As the Community Plan was being developed, information about the city’s population, housing, economy, land use, and environment was collected and analyzed. While Hampton is strong and thriving in many ways, the Community Plan recognizes the need to address the opportunities and challenges presented by a maturing city. A number of key indicators and trends were determined to be critical to the achievement of the community’s goals. A brief summary of the most important indicators and trends is presented below: This information helps to define the opportunities and challenges of a mature city. These indicators and trends are described in greater detail under the “Existing Conditions” and “Anticipated Future Conditions” headings of the Community Plan.

**Key Indicators and Trends**

- Hampton is over 90% built out. The city has a very limited supply of land available for new development.
- The city’s housing stock is aging. Much of the city’s housing is nearing the critical age of 30 years or more.
- Housing choices are not keeping up with buyer preferences in today’s marketplace (housing unit type, size, amenities, etc.).
- Housing choices are particularly limited in the higher value ranges.
- Some of the commercial centers and corridors in the city are aging.
- Key Population Trends: lower population growth rates with some areas experiencing slight declines; public school enrollment expected to be stable with a slight decline in 20-25 years; overall aging of the population; and, a more racially and ethnically diverse population as compared to the region as a whole.

**Major Policies and Strategies**

The Community Plan includes a number of policies and strategies that will advance the adopted vision and goals. These policies and strategies are summarized below: The policies are described in Sections III through VIII and the strategies are described in greater detail in Section IX of the full text document.

**Plan for Future Land Use** – the updated land use plan will protect residential neighborhoods, encourage commercial investment in established centers and districts, promote revitalization in strategic areas of the city, and protect environmentally sensitive areas.

**Plan for Transportation Improvements** – the updated transportation plan recognizes the financial constraints on construction of new projects, promotes balance between automobile and non-automobile trips, and links transportation investments with proposed land use and development.

**Focus on Strategic Areas of the City** – the Community Plan recommends that the City focus planning and implementation efforts within selected strategic areas. The Community Plan also provides the city-wide policy direction that supports the strategic area plans.

As of February 2006, strategic area plans or “master plans” are being implemented for Downtown, Coliseum Central, Buckroe, and the Kecoughtan Road corridor. A plan is being prepared for the North King Street corridor and plans for Phoebus and Fort Monroe are scheduled to be prepared in FY06-07.

Strategic neighborhoods, districts, and corridors serve as the “front door” for surrounding areas of the city. These areas play an important role in defining the overall image of the city and they perform a particularly important function in the
economic vitality of the city. Focusing investments in these areas can result in benefits for the entire city.

Diversify Housing – the Community Plan contains a number of recommendations and policies that will help the city to diversify its housing stock. These recommendations will encourage housing that meets the needs of the current market and that strikes a healthy balance of housing values.

Maintain and Enhance Community Appearance – the Community Plan places a high priority on maintaining and creating a sense of community in the city’s neighborhoods, districts, and corridors. Major policies and strategies include updating the Zoning Ordinance, strengthened policies on property maintenance and community design, and master plans for strategic areas.

Build on Assets and Leverage New Investments – the Community Plan includes policies and strategies to build on existing assets such as educational, medical, cultural, and recreational facilities. Other assets include waterways and waterfront, natural areas, and parks. Key public sector interventions and investments in community facilities, transportation, and schools can build on our existing assets while generating private sector investment and investor confidence.

Forge Effective Partnerships – the Community Plan recognizes that while our local government has limited resources, we are fortunate to have many strong civically minded neighborhoods, businesses, and community organizations. Plan policies and strategies support existing and encourage new partnerships among community and regional leaders, including the City of Hampton. Many major policies and strategies actually depend on effective partnerships to ensure successful implementation.

Use and Organization of the Plan

Hampton’s Community Plan is intended to be used by a wide variety of individuals and organizations that are interested in the future of the city. The members of the community and the City officials and staff that were involved in preparing the Plan hope that this will be a useful document that is easy to read and understand. The overall organization of the Plan and some key terms are described below.
Recommends policies to promote the continued wise stewardship of the environment.

**Economic Development** – evaluates the local, regional, and in some cases global factors that influence the City’s efforts to promote a healthy and expanding local economy. Describes existing economic development programs and future trends. Recommends economic development policies to advance the community’s vision and goals.

Each of the above sections is organized in the following way:

- **Overview** - statement of purpose and objectives.
- **Existing Conditions** - detailed presentation of information that describes the topic.
- **Existing Programs** - where applicable, a detailed description of current programs and/or facilities.
- **Anticipated Future Conditions** - summary of important future trends.
- **Policies** - recommended policies applicable to the topic.

The Community Plan is intended to provide both specific directions in the form of strategies, and more general direction and guidance in the form of vision statements, goals, planning principles, and policies. Basic definitions for these terms are provided below:

**Vision:** a guiding image of success. A description of an ideal future with a grand purpose.

**Goal:** a general end towards which the community will direct its efforts.

**Planning Principle or Policy:** a specific statement of principle or of guiding actions that implies a clear commitment but is not mandatory. A direction that will lead to meeting adopted goals and objectives.

**Strategy:** an action, activity, or program that is carried out in response to an adopted policy to achieve a specific goal or objective.

**Implementing the Plan**

Hampton’s Community Plan will be implemented through the actions of City staff, the Planning Commission, other City Boards and Commissions, and the City Council. Plan policies and recommendations will be carried out through the revision and adoption of the City’s Zoning Ordinance, annual operating budget, and the capital improvements budget. The Plan will also be implemented through the many on-going actions of neighborhood, community, and business organizations, as well as the individual actions of home owners, business owners, and investors.

Long-range planning in Hampton does not end with the adoption of this document. It is important to continue with the steps necessary to bring about the vision of the Plan. The Plan is intended to be a living document that is changed and updated as local conditions change. In fact, State regulations require that the Plan be reviewed at least once every five years to determine the need for amendment.
Only through continuing to use, evaluate, and amend the Community Plan will Hampton reach towards the vision and goals identified by the many dedicated people who contributed to the development of the Plan.

The Community Plan is the adopted policy of City Council. It is important to keep in mind, however, that the Plan is a “living document.” As conditions change, projects are implemented, and priorities change, the Community Plan will be re-evaluated, revised, and updated so that it reflects the latest market conditions and community needs and opportunities.

Fort Monroe

Fort Monroe is an active U. S. Army military installation located within the corporate limits of the City of Hampton. The Fort has a very significant economic, historical, and cultural presence within the nearby community, the city, and the Hampton Roads region. At the time that the Community Plan was being presented for adoption by the City Council, Fort Monroe has been recommended for closure by the U.S. Department of Defense. Further action by the Base Realignment and Closure Commission (BRAC), the U. S. Congress, and the President are required before a final decision will be reached on the future of the Fort.

The outcome of the BRAC process will have a lasting impact on the long range plans for the City. Both the Community Plan and the master plans for nearby communities such as Buckroe and Phoebus may be affected. A new strategic area master plan for the Fort may also be considered. The City of Hampton will continue to play an active role in the BRAC process. Once a final decision is reached on the future of Fort Monroe, the City will be in a position to evaluate the impacts on the City’s long range plans and to take the actions necessary to maintain the Fort’s positive presence within the community.
“Making Hampton the Most Livable City in Virginia.”

Customer Delight
Exceeding customer expectations provides a competitive edge for successful businesses and public agencies. Customer-driven, high quality service to the public is a key ingredient for successful economic development and many other neighborhood and community-based initiatives. For Hampton to achieve our vision, great customer service must be at the forefront of our efforts.

Vision: “Hampton will provide unparalleled public education, neighborhood, city, and community service that will exceed its customers’ expectations.”

Customer Delight Goals:
1. Service delivery is innovative and reflects the latest technology and state of the art business practices.
2. Service providers maintain a high level of competence.
3. Service providers and organizations are directly accountable to their customers.
4. Services are user-friendly and readily available to all potential customers.
5. Service providers and customers share an expectation of success.

Healthy Business Climate
A strong business environment is the backbone of a community. Jobs and private investment fuel the local economy and also provide the resources that pay for many community services and quality of life projects. If Hampton is to achieve our vision of being the most livable city in Virginia, it must have a healthy business climate.

Healthy Business Climate Goals:
1. Jobs - Hampton will be the community of choice for high wage jobs in targeted industry segments.
2. Retail - Hampton will be a unique, regional retail and entertainment destination and the first retail choice for Hampton residents.
3. Tourism - Hampton will be the destination of choice for targeted travel industry market segments.
4. Higher Value Housing - Hampton will be a desirable community for homebuyers seeking a higher quality of life and will offer a distribution of housing superior to regional averages.
Healthy Growth and Development of Children and Youth

To be successful in creating and sustaining a favorable quality of life, we must make sure that our youth grow up healthy, happy, well-educated, and committed to strengthening our community. While the healthy development of youth is primarily dependent on their parents, the community has a role in preparing, educating, and supporting parents, and ensuring that children experience the assets they need for healthy development.

Vision: “Hampton’s children and youth will thrive and succeed in a caring community.”

Healthy Neighborhood Goals:
- Every Hampton neighborhood will be economically sustainable.
- Every Hampton neighborhood will be highly functional.
- Hampton neighborhoods will provide diverse choices.

Healthy Diverse Community Goals:
- The community perceives multicultural/multiracial relationships as being essential to the quality of life in Hampton.
- People demonstrate their value and appreciation for diversity in their daily lives.
- Employers, service providers, and community leaders are culturally sensitive, fair, and just in education and neighborhood, community, and city services, including law enforcement and criminal justice.
- Multicultural/multiracial diversity is celebrated as one of the city’s best assets and a major competitive advantage.
- All areas of the city are safe and welcoming to all people.

Healthy Neighborhoods

Healthy neighborhoods are places where people enthusiastically invest their time, money, and energy - places where people want to be. Hampton invests in neighborhoods because they support our image, quality of life, tax base, schools, youth, families, and our ability to attract business investment. The quality of our neighborhoods and the housing stock within them impacts almost every aspect of what we are and what we can be as a city.

Vision: “Hampton neighborhoods: the best places to be.”
Healthy Region

The people who live in Hampton work, shop, visit and travel throughout the Hampton Roads region. The same is true of people from all of the cities, counties, and towns that make up this region; we greatly depend on each other. For Hampton to achieve our vision of being the most livable city in Virginia, we must do our part to ensure a healthy Hampton Roads region.

Vision: “Hampton Roads will be a thriving economically competitive region.”

Healthy Region Goals:

The communities of Hampton Roads will have a shared vision.

The communities of Hampton Roads will effectively collaborate to accomplish the shared vision.

Strong Schools

The families who make Hampton their home depend upon a strong school system to provide exceptional learning experiences within quality school facilities. As a community, Hampton depends upon a strong school system to serve as a catalyst for economic growth and vitality as well as a strong sense of community within its neighborhoods. It is the vision of the city and the school system to provide unparalleled education to the young people who are attending Hampton City Schools and that these young people will ultimately decide to make Hampton their home.

Vision: “Hampton City Schools, the first choice for academic and lifelong success by every single student.”

Strong Schools Goals:

- Maximize every child’s learning
- Create safe, secure, nurturing environments
- Attract, train, and retain exceptional staff
- Develop parent and community ownership of our school system
- Manage and maximize fiscal and physical resources effectively and efficiently

Youth

In order for Hampton to become the kind of city we all want it to be, we must make sure that every young person has the opportunity to grow up in a caring community in which young people are viewed as partners and valuable community resources. Providing this kind of community environment allows our youth to feel empowered so they become integral contributors within a diverse community. As a result, the youth of Hampton will become well rounded, capable, caring, and productive citizens who will choose to invest their present and future in our city.

Youth Focus Group Meeting
future into this community. The Youth Component of the Hampton Community Plan provides detailed information on youth issues.

**Vision:** “Better Youth, Better Hampton, Better Future.”

### Youth Goals:
- Caring Relationships within the Community
- Youth Share Leadership
- Youth Acquire Essential Life Skills
- Every Young Person is Prepared for a Career
- Places to Go and Things to Do for Youth
- Getting Around

### Overarching Themes
- **Economic Sustainability:** Protecting property values, diversifying housing stock, promoting redevelopment and economic development, protecting and managing natural resources, investing in infrastructure, and providing world-class community facilities while ensuring sufficient local revenue sources are some of the issues identified as key to long term viability of the local economy.

### Directions for Moving Forward
- **Be Inclusive**
- **Increase Coordination** between the Critical Issues
- **Communicate with the Public**

Residents of Pasture Point Neighborhood provided feedback on possible ways to preserve and enhance their neighborhood.

Residents of Olde Hampton neighborhood provided comments to consultants and City staff on the main recommendations to be included in the Downtown Hampton Master Plan.

**Public meeting in which the Community Plan Vision and Goals was officially endorsed by Hampton’s Youth Commission.**
The land use and community design section of the Community Plan is a key tool for achieving the community’s vision. This section serves as an official policy guide for City decisions about physical development. It establishes a framework for future growth by identifying the City’s major policies concerning the type and location of future development to meet the vision and goals of the Community Plan. It is a tool for steering both public and private actions. This section of the Community Plan is primarily intended to serve current property owners, potential investors, and City boards and commissions. In combination with other City policies and strategies, this section of the Plan creates predictability and provides confidence for existing land owners and potential investors concerning the future development of the city.

Land use and community design objectives provide additional guidance for City plans and policies.

### Land Use and Community Design Objectives

1. Promote the efficient use of land. Recognize land as a limited resource.
2. Leverage and promote the effective use of city services, assets and amenities.
3. Promote compatibility and synergy among different land uses.
4. Be responsive to market and demographic trends and opportunities.
5. Protect community appearance, character and design.
6. Recognize land use and transportation relationships.
7. Be responsive to the fiscal and other tax base implications of land use and community design.
8. Recognize environmental constraints and opportunities.
9. Protect real property values.
Land use and community design recommendations are greatly influenced by the existing land use and development conditions within the city. These existing conditions are described in the Community Plan and examples are provided below.

**Existing Land Use** - the mix of existing land uses in Hampton in 2004 is shown in the table below.

**Development Potential** - The city experienced a significant increase in land development from the 1960’s through the 1990’s. Much of this development involved the conversion of vacant or agricultural land to residential uses. By January of 2004, it was estimated that only 9.6% (2,878 acres) of the remaining undeveloped land in Hampton was suitable for new development. About one-half of the remaining developable properties (more than 1,400 acres) has been subdivided into parcels smaller than 5 acres. An estimate of how much raw land is still available for new development in the city is shown in the adjacent table.

**Anticipated Future Conditions**

A number of long range trends affecting the city and the region help to define the City’s land use and community design policies. Examples of these trends are summarized below.

**Increased Emphasis on Redevelopment** - Hampton’s low inventory of vacant, developable land will continue to have important implications for revenue growth, service requirements, and future community development strategies. It is expected that redevelopment and revitalization of existing development, including in-fill, will be the main source of growth and change within the city.

**Planning for Strategic Investment Areas** - Strategic neighborhoods, districts, and corridors serve as the “front door” for surrounding areas of the city. These areas play an important role in defining the overall image of the city and they perform an important function in the economic vitality of the city. Focusing investments in these areas can result in benefits for the entire city. Strategic investment areas include Coliseum Central, Downtown, Buckroe, and Phoebus, and the Kecoughtan Road and N. King Street corridors.

**Expanding Opportunities for Housing** - Hampton is a city of neighborhoods. Residential
Land use is expected to remain the dominant land use in the city. The quality of the city’s neighborhoods and the housing stock within them are key quality-of-life indicators. The ongoing aging of the city’s housing stock and the growing demands for alternative housing types will continue to be important trends influencing land use and community design policies.

**City-Wide Policies**

LU-CD Policy 1: Play an active role in the land development process.

LU-CD Policy 2: Leverage the impact of city resources by focusing on strategic investment areas (see Strategic Investment Areas Map).

LU-CD Policy 3: Encourage and maintain a diverse mix of housing types and values.

LU-CD Policy 4: Evaluate land use proposals from a regional, city-wide, and neighborhood perspective.

LU-CD Policy 5: Promote increased compatibility, interdependence, and support among the city’s neighborhoods, districts, and corridors.

LU-CD Policy 6: Support the City’s economic development priorities: high wage jobs in targeted industry segments; regional retail and entertainment destination; first retail choice for Hampton residents; tourism destination; and, higher value housing.

LU-CD Policy 7: Safeguard the integrity of existing residential neighborhoods.

LU-CD Policy 8: Support opportunities for the development and expansion of educational, cultural, medical, research, and military activities that are consistent with the City’s vision and goals.

LU-CD Policy 9: Promote the appropriate use and reuse of waterfront land. Encourage appropriate design of new developments in relation to the water.

LU-CD Policy 10: Encourage compact, high density/mixed-use development where appropriate to create walkable communities and promote increased physical activity.

LU-CD Policy 11: Promote high quality design and site planning that is compatible with surrounding development.

LU-CD Policy 12: Encourage building design and site planning that enhances community interaction and personal safety.

LU-CD Policy 13: Encourage public and private upkeep, preservation, and adaptive reuse of buildings and other resources that have been determined to have historic value to the community.

LU-CD Policy 14: Promote the use of community centers, libraries, City schools, parks, and other community facilities as gathering places. Ensure that they are inviting and safe places that can provide a variety of services during daytime and evening hours.

LU-CD Policy 15: Maintain an aesthetically pleasing street network that helps frame and define the community while meeting the needs of pedestrians, bicyclists, and motorists.

LU-CD Policy 16: Promote public access, both physical and visual, to the water. Promote boating access, water uses, and dredging for recreational and commercial use of waterways.

LU-CD Policy 17: Preserve and enhance the identity and scenic qualities of city corridors and gateways.

LU-CD Policy 18: Promote the important role of trees, quality landscaping, and public open spaces in defining the image of the city; Encourage connections between open spaces and community facilities.

LU-CD Policy 19: Promote the important role of city waterways and water-related features (such as wetlands, shorelines, manmade water features) in defining the image of the city.

LU-CD Policy 20: Promote and maintain public art and cultural facilities. Ensure compatibility with the character and identity of surrounding neighborhoods.

LU-CD Policy 21: Design public buildings and other infrastructure (utility structures, signs, parking lots, etc.) to meet high quality urban design standards.

**Neighborhood Policies**

LU-CD Policy 22: Follow a neighborhood-planning process to identify neighborhood...
improvement issues that are unique to individual neighborhoods.

LU-CD Policy 23: Promote family, school, and community interaction at the neighborhood level.
LU-CD Policy 25: Promote community involvement in planning and implementation of neighborhood improvement initiatives such as neighborhood watch, streetscape beautification, and infill development.
LU-CD Policy 26: Promote access to educational, social, civic, recreational, and employment opportunities particularly for youth and seniors.
LU-CD Policy 27: Preserve and enhance the character of historic residential neighborhoods by encouraging new or remodeled structures to be compatible (prevailing scale, form, and materials) with the neighborhood and adjacent structures.
LU-CD Policy 28: Treat residential streets as both public rights-of-way and neighborhood amenities. Provide sidewalks, street trees, and other amenities that favor pedestrians.
LU-CD Policy 29: Encourage high quality new developments that are compatible with surrounding neighborhoods.

(See the Housing and Neighborhoods section of the Community Plan for additional policies.)

District Policies

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<th>Districts</th>
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<tr>
<td>Buckroe/Salt Ponds</td>
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<tr>
<td>Coliseum Central</td>
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<td>Copeland Industrial Park</td>
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<tr>
<td>Downtown Hampton</td>
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<tr>
<td>Hampton Roads Center</td>
</tr>
<tr>
<td>Langley Research and Development Park</td>
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<tr>
<td>Phoebus</td>
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</tbody>
</table>

LU-CD Policy 30: Follow a master planning process for districts to identify and address land use and community design issues that are unique to individual districts.

LU-CD Policy 31: Encourage a mix of land uses that is appropriate for each district. Promote the efficient use of land and high quality urban design.
LU-CD Policy 32: Encourage the upgrading and revitalization of districts in a manner that is consistent with the character and scale of the district and is compatible with the character of surrounding neighborhoods.
LU-CD Policy 33: Enhance and set the standard for the appearance of districts with the maintenance, repair, and upgrading of City infrastructure and facilities. Set the standard for appearance and maintenance with City infrastructure and facilities.

Corridor Policies

LU-CD Policy 34: Follow a planning process for corridors to identify and address land use and community design issues that are unique to the individual corridor.
LU-CD Policy 35: Encourage corridor-oriented commercial development within specified areas to strengthen the viability of commercial uses and to protect residential uses and adjacent neighborhoods. Areas specified for corridor-oriented commercial include business corridors and commercial nodes within residential corridors.
LU-CD Policy 36: Protect adjacent neighborhoods and promote compatible land uses within the city’s residential corridors. Compatible uses include medium and low density residential. Other potentially compatible uses include: high density residential and public/semi-public uses (churches, community facilities, schools, etc.).

Summary of Recommendations

The City of Hampton contains over 49,000 parcels. The proposed land use for most of these parcels has not changed from what was recommended in the 2010 Comprehensive Plan. Many of the parcels that have a new land use recommendation were changed to reflect the existing use of the parcel. The major changes in proposed land use from the 2010 Plan are summarized below along with a brief statement explaining the recommended change.
**Key Changes in Land Use Definitions & Categories**

*Residential Transition* is no longer a land use category. This change promotes a Healthy Business Climate and Economic Sustainability by encouraging commercial development within existing districts, retail centers, and commercial corridors. It also promotes Healthy Neighborhoods by discouraging incompatible land uses.

*Open Space* is a new category. This change recognizes that environmentally sensitive areas pose some limitations for new development. These areas also add aesthetic value and improve the quality of life in existing neighborhoods and districts which promotes Healthy Neighborhoods and a Healthy Business Climate.

*Military* is a new category. This change recognizes the unique land use and economic implications for Hampton of large Federal facilities such as Fort Monroe, Langley Air Force Base, and the NASA Langley Research Center.

The definition for *Business/Industrial* has been expanded. This change provides for a wider range of employment uses and protects designated areas for creation of high-wage jobs. It promotes a Healthy Business Climate and Economic Sustainability by recognizing the movement from a manufacturing to a knowledge-based economy.

The range of residential densities has been expanded. This change provides a more accurate description of existing housing densities and protects existing single family residential areas. It also provides for a wider variety and mix of housing types and densities and promotes low-density, high-value housing in sensitive environmental areas. Promotes Healthy Neighborhoods and Economic Sustainability.

*Mixed-Use* replaces “Commercial/Mixed-Use.” This change promotes the creation of true mixed-use districts, particularly in the City’s strategic investment areas. It promotes a Healthy Business Climate, Healthy Neighborhoods, and Economic Sustainability by promoting a balance of residential, commercial, and public uses.

**Key Changes in the Proposed Land Use Map**

**Buckroe** - change from High Density Residential to Mixed-Use and Medium Density Residential. Provides the flexibility to promote a mix of options as the Buckroe Master Plan process moves forward. Promotes investment in adjacent residential neighborhoods.

**Coliseum Central** - change from Commercial/Mixed-Use to Mixed-Use and High and Medium Density Residential. Promotes the creation of a true mixed-use district as envisioned in the Coliseum Central Master Plan. Promotes investment in adjacent residential neighborhoods.

**Downtown** - change from Commercial/Mixed-Use to Mixed-Use and Medium Density Residential. Promotes the creation of a true mixed-use district as envisioned in the Downtown Hampton Master Plan. Promotes investment in adjacent residential neighborhoods.

**Phoebus** - change from Commercial/Mixed-Use to Mixed-Use and Medium Density Residential. Provides the flexibility to promote a mix of options in anticipation of the upcoming update of the Phoebus Master Plan. Promotes investment in adjacent residential neighborhoods.

**Kecoughtan Road Corridor** - removed the Residential Transition designation. Recommends a range of Low, Medium, and High Density Residential with Commercial and Mixed-Use at key nodes or intersections. Promotes a Healthy Business Climate and Economic Sustainability by encouraging commercial development within established retail centers and commercial nodes. Promotes Healthy Neighborhoods by discouraging incompatible land uses.

**King Street Corridor** (from I-64 to Langley Air Force Base) - removed the Residential Transition designation. Recommends a range of Low, Medium, and High Density Residential with
Commercial and Mixed-Use at key nodes or intersections. Promotes a Healthy Business Climate and Economic Sustainability by encouraging commercial development within established retail centers and commercial nodes. Promotes Healthy Neighborhoods by discouraging incompatible land uses.

**Brick Kiln Creek Area** (north of Armistead and west of Wythe Creek Rd.) - replaces some Business/Industrial and Low Density Residential with Open Space and Rural Residential. Recognizes the environmental constraints to development in this area and the potential for high-value, low density housing.

**Fox Hill Commercial** (on Beach Rd. from Johnson Rd. to Canal Rd.) - some limited changes from Commercial to Rural Residential to reflect existing uses. Recognizes the limited potential for new commercial uses and protects the historic rural character of this area. Promotes high value, low density housing.

**LaSalle Avenue at Tide Mill Lane** - from Low Density Residential and Public/Semi-Public to Open Space, High Density Residential, and Rural Residential. Recognizes recent multi-family housing developments in the area. Recognizes environmental constraints to development and the potential for high-value, low density housing.

**Big Bethel Road North** (from I-64 to Semple Farm Rd.) - from Low Density Residential, Commercial, and Residential Transition to Rural Residential and Open Space. Promotes commercial in existing commercial nodes and centers along Big Bethel Rd. Recognizes the environmental constraints to development in this area and the potential for high-value, low density housing.

**Net Center** (5200 Mercury Blvd.) - from Commercial to Business/Industrial. Recognizes the transition of this area from retail uses to employment center as well as opportunities for a higher-value, higher-density mixed use area.

**Pembroke Avenue Corridor (West)** - some limited changes from Business/Industrial to Medium Density Residential and Commercial. Recognizes a number of land use changes that have occurred in this area. Promotes investment in adjacent residential neighborhoods.

**Sunset Creek** (south side of Sunset Creek east of Kecoughtan Rd.) - from Business/Industrial to Mixed-Use, Commercial, and High Density Residential. Promotes the continued transition of this older waterfront industrial area to a higher value, higher density, mixed-use waterfront.
Housing quality is a major factor in determining the health and stability of neighborhoods. The perceived quality of a neighborhood is also a major factor in determining housing value. Many of Hampton’s neighborhoods are stable with increasing property values. Other neighborhoods are beginning to show signs of decline and are likely to continue on that trend unless steps are taken to encourage investment in housing and neighborhood services and amenities.

The high percentage of residential land use in the city (45%) and the high percentage of the city’s real estate tax base that is residential land and improvements (78%) are indicators of the importance of housing and neighborhoods to the overall well-being of the city. Housing also represents the single most important financial investment for most residents.

Housing and neighborhoods are closely related to many other critical issues in the city that are addressed in other sections of the Community Plan. The demand for housing, for example, is ultimately driven by growth in the region’s economy and the jobs that provide incomes for area residents. Housing and neighborhood quality are closely related to policies affecting land use and community design such as compatibility between residential and commercial land uses. Neighborhoods and housing can also be affected by transportation plans and policies addressing access and traffic congestion.

The Housing and Neighborhoods section of the Community Plan identifies critical issues affecting housing and neighborhoods both now and in the future and identifies policies for addressing these critical issues.

The objectives or best practices that apply to the Housing and Neighborhood section of the Community Plan are listed in the table below.

<table>
<thead>
<tr>
<th>Housing and Neighborhoods Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Preserve existing high-quality housing and encourage higher quality in new housing development.</td>
</tr>
<tr>
<td>2. Increase the value and marketability of the city’s existing housing stock.</td>
</tr>
<tr>
<td>3. Promote strong partnerships to improve neighborhoods and housing quality.</td>
</tr>
<tr>
<td>4. Minimize the affects of blighted property on adjacent property owners and surrounding neighborhoods.</td>
</tr>
<tr>
<td>5. Promote increased safety and the perception of safety in neighborhoods.</td>
</tr>
<tr>
<td>6. Support the development of healthy and compatible neighborhood commercial uses.</td>
</tr>
<tr>
<td>7. Support transportation improvements that promote healthy neighborhoods and housing quality.</td>
</tr>
<tr>
<td>8. Promote a high level of property maintenance by both public and private property owners.</td>
</tr>
<tr>
<td>9. Promote a diverse mix of housing values, types, and choices to meet the needs of different income groups, ages, and household types and sizes.</td>
</tr>
<tr>
<td>10. Promote equal access to housing without regard to race, religion, national origin, sex, or physical handicap.</td>
</tr>
<tr>
<td>11. Promote an equitable distribution of housing values at the regional level.</td>
</tr>
<tr>
<td>12. Provide community facilities and services to support healthy neighborhoods and housing quality.</td>
</tr>
<tr>
<td>13. Allocate program resources based on predetermined measures of program effectiveness.</td>
</tr>
</tbody>
</table>
Anticipated Future Conditions

The following is a brief description of the most significant trends and indicators that will affect the future of housing and neighborhoods in Hampton.

A. Housing Mix
- Recent data indicates a limited mix of housing choices in Hampton when considering such factors as housing value, age, and size. These trends affect the ability of a diverse group of residents to find housing within the city. Hampton’s housing mix is dominated by:
  ◆ Units in the lower to middle value ranges.
  ◆ Relatively smaller units in square footage and number of rooms.
  ◆ Aging units - many units built prior to the 1980s.
Growing demand in the regional market for a variety of housing options will support a more diverse mix of housing within the city.

B. Vacant Developable Land
- Hampton has a limited supply of vacant developable land. This trend will have a number of effects on housing and neighborhoods:
  ◆ Increased emphasis on in-fill development (development within existing neighborhoods and districts) for supplying new housing.
  ◆ Increased emphasis on community revitalization and redevelopment to improve housing and neighborhood quality.
  ◆ Potential for conversion of non-residential land uses to housing and for new developments that mix residential and commercial uses.

C. Property Maintenance & Code Compliance
- The trend towards an aging housing stock and limited developable land will increase the importance of property maintenance and code compliance as a means to promote healthy neighborhoods and quality housing.

D. Renovation and Reinvestment in Existing Housing
- The trend towards an aging housing stock and limited developable land will also increase the importance of renovation and reinvestment as a means to promote healthy neighborhoods and quality housing.

E. Local Preservation Districts
- The city currently has a number of State and Nationally recognized historic properties and districts. Hampton also has local code provisions to promote housing preservation initiatives that are not tied to historic preservation guidelines. Additional efforts to preserve historic and non-historic but older districts and structures will complement other public and private investments in healthy neighborhoods and high quality housing.

F. Community Facilities and Neighborhood Assets
- As the housing in Hampton ages over time, so will the community facilities and other physical assets that support healthy neighborhoods. While these facilities and assets are often unique to particular neighborhoods, some typical examples include schools, parks and other open spaces, storm drainage, water and sewer utilities, and libraries. Continued public investment in these facilities will promote attractive and viable neighborhoods and encourage private property maintenance and investment.

G. Neighborhood Retail
- Changing trends at the national level in retail markets and shopping habits have had some important affects on neighborhoods and housing quality.
These trends have left some neighborhoods without the convenient availability of goods and services and have sometimes left behind marginal retail uses that detract from the neighborhood. This older and often less viable retail is mostly located along roadway corridors that may serve as the “front door” for surrounding neighborhoods. Examples in Hampton include the North King Street and Kecoughtan Road corridors.

H. Neighborhood Safety - Aging housing stock, reduced property maintenance and investment, and conversion from homeownership to rental properties increases the potential for crime and the perception of reduced neighborhood safety. With the high value that residents place on safety, continued investment in public safety will promote healthy neighborhoods and housing quality.

I. Housing Market Potential - Housing market studies have been conducted for the City of Hampton for the following areas: Downtown, Coliseum Central, and Buckroe identifying potential buyers for market-rate housing in Hampton.

<table>
<thead>
<tr>
<th>Household Type</th>
<th>Downtown</th>
<th>Buckroe</th>
<th>Coliseum Central</th>
</tr>
</thead>
<tbody>
<tr>
<td>Empty Nesters &amp; Retirees</td>
<td>35%</td>
<td>28%</td>
<td>47%</td>
</tr>
<tr>
<td>Traditional and Non-Traditional Families</td>
<td>11%</td>
<td>25%</td>
<td>35%</td>
</tr>
<tr>
<td>Younger Singles &amp; Couples</td>
<td>54%</td>
<td>47%</td>
<td>22%</td>
</tr>
<tr>
<td>Totals</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

*In Selected Areas of the City
Source: Zimmerman/Volk Associates, Inc. 2004

The data above revealed that more than two-thirds of the emerging housing markets in all districts included in the market study are: Empty-Nesters (couples whose children no longer live in the same home as their parents), Retirees, and Younger Singles and Couples without children. Such a trend poses a significant challenge for Hampton where 65% of our existing housing stock is single family detached homes. It is anticipated that changes in household composition will have a significant influence on the type of residential units that are needed to meet the new market demands.
As the market diversifies, innovative ways to tailor products to these markets have emerged in the housing industry. For example, in the past multifamily housing in Hampton was associated almost exclusively with apartments for rent and/or low income households. The multifamily housing market is now much more diverse in terms of ownership, income levels, configuration, amenities, architectural styles, and adjacent non-residential uses. Good examples of emerging non-traditional housing types are:

- **Courtyard Apartment Buildings:** urban, pedestrian-oriented buildings equivalent to garden apartments.
- **Loft Apartments:** either adaptive re-use of older warehouse and manufacturing buildings or a new-construction building type inspired by those buildings.
- **Mansion Apartments:** small-scale apartment buildings with a street facade resembling a large detached house.

All of the multifamily types described above can be accommodated in residential-only or mixed-use buildings which offer great flexibility, making their construction possible in areas where traditional single family residential uses would not be feasible.

The table below illustrates the variety of housing units identified to satisfy the demands of emerging markets in Hampton.

<table>
<thead>
<tr>
<th>Housing Tenure</th>
<th>Housing Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multifamily for-rent</td>
<td>Lofts, Courtyard apartments, Mansion apartments, leaseholder, mixed-use buildings, retirement homes.</td>
</tr>
<tr>
<td>Multifamily for-sale</td>
<td>Lofts/apartments, condo/co-op ownership, mixed-use buildings.</td>
</tr>
<tr>
<td>Single-family Attached for-sale</td>
<td>Townhouses, Rowhouses, Duplexes, Live-work, fee-simple ownership.</td>
</tr>
<tr>
<td>Single-family Detached for-sale</td>
<td>Low range Cottage, Zero-Lot Line House, Village House, Neighborhood House, Edge Houses, Mansions</td>
</tr>
</tbody>
</table>

initiatives to create positive impressions of Hampton’s neighborhoods for current and future residents and investors.

HN Policy 9: Continue to enforce the International Property Maintenance Code and applicable City codes to promote healthy neighborhoods and housing conservation.

HN Policy 10: Continue to support programs that address deteriorating, substandard, and unsafe residential structures and properties.

HN Policy 11: Expand the use of historic and other housing preservation techniques as a strategy to promote healthy neighborhoods and higher quality housing.

C. Neighborhoods

HN Policy 12: Continue to support home owner rehabilitation grant and loan programs to promote healthy neighborhoods and high quality housing.

HN Policy 13: Continue to support public education and marketing programs to promote the involvement of residents and organizations in the preservation and revitalization of neighborhoods.

HN Policy 14: Continue to support the role of residents, neighborhood organizations, business groups, and other organizations in the process of preparing neighborhood, district, and corridor plans.

HN Policy 15: Continue to provide high quality community services and facilities in Hampton’s neighborhoods.

HN Policy 16: Encourage community involvement in the maintenance and enhancement of public and private properties and adjacent rights-of-way in residential neighborhoods.

HN Policy 17: Develop partnerships to improve the perception of safety in places where youth and other members of the community gather and socialize.

D. Housing Affordability

HN Policy 18: Continue to support the housing services and housing assistance programs of the Hampton Redevelopment and Housing Authority and other agencies to improve the supply and condition of housing for residents in the very low income bracket.

HN Policy 19: Work in cooperation with area local governments and regional agencies to promote a regional fair share approach to providing affordable housing at a variety of income levels.

HN Policy 20: Support housing programs at the local and regional level that encourage mixed income neighborhoods and discourage the isolation of very low and low income households.

E. Fair Housing

HN Policy 21: Continue to support programs and agencies that seek to eliminate housing discrimination.

F. Special Housing Needs

HN Policy 22: Support housing opportunities for individuals and groups with special needs including seniors, youth, and persons with disabilities.

HN Policy 23: Support housing that incorporates facilities and services to meet the health care, transit, or social service needs of households with special needs, including seniors and persons with disabilities.

HN Policy 24: Support the provision of emergency shelter, transitional housing, and related services to address homelessness at both the local and regional levels.
The Transportation section of the Community Plan identifies policies, projects, and program improvements to guide the management and development of Hampton’s network of transportation facilities and services. This network is intended to accommodate the movement of people and goods using all methods of transportation—from walking to air travel. The Plan includes recommendations to address existing priority deficiencies, future demands generated by anticipated development within the city, as well as regional transportation trends. The Plan takes a comprehensive and long term perspective on Hampton’s local, regional, national, and international travel demands. As such, the Plan is not intended to provide detailed recommendations regarding the design, construction, or operation of specific transportation facilities and services.

Hampton’s transportation system is designed to balance a number of sometimes competing interests, including safety, level of service, construction and operating cost, community character, environmental impacts, system capacity, operating efficiency, and convenience.

Transportation Planning Objectives

1. Encourage transportation choices for city residents and visitors.
2. Promote integration among transportation methods.
3. Be flexible in response to changing future conditions, including: population characteristics, economic conditions, and technology.

The plan for transportation is also integrated with the other elements of the Community Plan,

4. Integrate the transportation plan with the other elements of the Community Plan.
5. Use transportation improvements to support economic development and to implement master plans for strategic investment areas.
6. Recognize the regional, national, and international nature of transportation services and facilities.
7. Promote transportation facilities and services that are attractive, efficient, and environmentally sound.
8. Balance the needs of residents, employers, employees, and visitors for safety, convenience, and efficiency in a variety of transportation methods.
9. Promote a high level of safety for motorists, pedestrians, and bicyclists on the city’s road network.
10. Promote mobility for people with special needs: young people, seniors, people with low incomes, and people with disabilities.
11. In addition to adding system capacity, manage travel demand whenever appropriate.
12. Recognize the potential for transportation corridors to also function as public open spaces such as linear greenways.
13. Promote aesthetically pleasing transportation corridors that are well-designed and landscaped.
14. Maintain the existing transportation system and promote efficient system management.
15. Promote transit-ready development.
including plans for land use and community design, housing and neighborhoods, community facilities, and environmental stewardship.

A regional approach to some transportation issues is needed to avoid local solutions that shift the problem elsewhere within the region or that produce other unintended consequences. Some of the issues that are addressed at the regional level include planning for interstate highways, tunnels, and transit alternatives; managing air quality from transportation sources; and evacuation planning for hurricanes and other emergencies.

Federal regulations require that urbanized areas with a population of 200,000 or more have a regional transportation planning process governed by a Metropolitan Planning Organization (MPO). The Hampton Roads Planning District Commission (HRPDC) serves as the MPO for the region.

**Anticipated Future Conditions**

A number of long range trends affecting the city and the region help to define the Transportation section of the Community Plan. Examples of these trends are summarized below.

**Funding Constraints** - The Hampton Roads Planning District Commission (HRPDC) has documented a significant funding shortage to address existing and future transportation needs within the region. According to the HRPDC, $26 billion in unmet transportation needs were identified in the region’s 2026 Long Range Transportation Plan.

**Growth in Travel Demand** - A major national and regional transportation trend is the increasing amount of travel that the average person experiences. Growth in travel on our road network continues to far outpace growth rates in population and employment. On average, people are making more trips, longer trips, and with fewer people per vehicle.

**Regional Leadership/Collaboration**

TR Policy 1: Continue to play an active role in shaping and implementing regional transportation decisions.

TR Policy 2: Collaborate with public and private organizations to study and advocate transportation regulatory, funding, and legislative changes that promote the interests of the City and the region.

TR Policy 3: Work with the HRPDC and other agencies to promote regional ismart growth initiatives.

TR Policy 4: Support State and Federal initiatives to reduce motor vehicle emissions, noise, and fuel consumption.

**Community Development Initiatives**

TR Policy 5: Coordinate transportation planning and investments with the City’s economic opportunities and priorities. Maintain and enhance access to the city’s key activity centers and strategic investment areas.

TR Policy 6: Promote internal circulation alternatives - including transit and pedestrian options - for priority city districts where appropriate.

TR Policy 7: Support continued maintenance dredging by the Army Corps of Engineers for pleasure craft, fishing, and other commercial vessels.

TR Policy 8: Promote mixed-use development to provide housing and commercial services near employment and to increase transportation options.

TR Policy 9: Promote infill, redevelopment, revitalization, and higher housing densities to support transit, bicycling, and walking.

TR Policy 10: Use landscaping and other improvements to create attractive and distinctive corridors and gateways into the city.

**Intercity Travel**

TR Policy 11: Continue to support the management and development of Newport News - Williamsburg International Airport. Support expansion and improvement of air passenger and air cargo operations, including support for new terminal construction. Support multimodal connections between the Airport and Hampton.

TR Policy 12: Explore opportunities to develop heliport facilities at appropriate locations in the city and region.
TR Policy 13: Cooperate with State and regional organizations to improve the regional highway network linking the city to the region and the country.

TR Policy 14: Maintain and enhance intercity bus and passenger rail connections between the city and the rest of the country.

Neighborhoods

TR Policy 15: Develop policies that encourage and create “walkable” blocks and street connectivity.

TR Policy 16: Work with the appropriate public and private organizations to control truck movements in a manner that balances the efficient movement of goods with the residential character of neighborhood streets.

TR Policy 17: Explore opportunities to reduce the impacts of through traffic on residential areas by improving the pedestrian environment within the existing rights-of-way.

TR Policy 18: Design and maintain the City street network to provide a variety of alternative routes so that the traffic loads on any one street are minimized.

TR Policy 19: Continue to implement traffic calming measures to slow traffic on local and collector residential streets.

Thoroughfares/Roadways

TR Policy 20: Maintain a hierarchy of streets that includes interstates, limited access, principal arterials, minor arterials, collectors, and local streets.

TR Policy 21: When constructing or modifying roadways, plan for usage of the roadway space by all users, including motor vehicles, transit vehicles, bicyclists, and pedestrians.

Demand Management & Efficiency

TR Policy 22: Protect existing transportation investments through appropriate maintenance programs.

TR Policy 23: Preserve, maintain, and enhance the existing transportation system by utilizing Intelligent Transportation System (ITS) techniques.

TR Policy 24: Support regional efforts such as “Traffic” to work with private interests and major employers to develop and coordinate trip reduction strategies.

TR Policy 25: Support land use decisions that reduce travel demand; encourage walking and bicycling; and, increase public transit usage.

TR Policy 26: Coordinate zoning, land use, and transportation policies and parking requirements.

Safety

TR Policy 27: Emphasize the safety of motorists, pedestrians, bicyclists, and property owners when prioritizing transportation facility and service improvements.

TR Policy 28: Prioritize the safety and health of school children in the design of roadway, sidewalk, and trail improvement projects that affect school travel routes.

Walking & Bicycling

TR Policy 29: Improve pedestrian and bicycle access to and between local destinations, including public facilities, schools, parks, open space, employment centers, and shopping centers.

TR Policy 30: Create connecting paths for pedestrians and bicyclists in new developments and existing neighborhoods. Maintain and improve existing bicycle and pedestrian paths and trails.

TR Policy 31: Work with the Hampton Roads Planning District Commission and other public and private organizations to develop and implement regional bicycle routes, greenways, and waterways.

TR Policy 32: Encourage pedestrian activity and enhance pedestrian safety along residential streets and within strategic investment areas by providing public spaces, street-facing architecture, on-street parking, sidewalks, appropriate street lighting, furniture, bicycle parking, and street trees.

TR Policy 33: Promote aesthetically appealing public walkways to increase public access to waterfront and natural areas.

Transit

TR Policy 34: Work with HRT and other public and private organizations to promote a convenient and efficient public transit system, including
special areas of unique need (e.g. convention center, regional mall, hospital complex, etc.).

TR Policy 35: Encourage amenities such as seating, lighting, and signage at bus stops to increase rider comfort and safety.

Special Needs

TR Policy 36: Encourage the location of housing opportunities for the elderly and persons with disabilities in corridors where public transportation is available.

TR Policy 37: Address the needs of people with disabilities and comply with the requirements of the Americans with Disabilities Act (ADA) during the planning and implementation of transportation projects and programs.

Improvements to the Road Network

The first step in identifying improvements to the road network is to identify the areas of greatest need. The objective is to address transportation challenges as well as land use and economic development opportunities. A list of critical transportation corridors and districts was developed using existing plans and studies and the City’s list of strategic investment areas.

Local and regional transportation plans and studies were used to identify and evaluate existing deficiencies in the road network as well as potential future transportation challenges. The City’s 2010 Comprehensive Plan, adopted small area plans, and the City’s list of strategic investment areas were used to identify land use and economic development opportunities.

Proposed improvements to the road network include several different types of projects: road widening and extensions, construction of new alignments, intersection improvements, and general improvements or upgrades (e.g. pipe ditches, curb and gutter, realignments, etc.).

A list of critical transportation corridors and districts provided a conceptual framework for developing a more detailed list of proposed road improvement projects. The critical transportation corridors and districts are identified below.

Potential road projects were identified to address the challenges within these critical transportation corridors and districts. Identified projects were evaluated and prioritized using the following criteria:

◆ **Community Development** - implements specific district, neighborhood, or corridor plan objectives.

◆ **Safety** - increases safety for vehicle occupants, pedestrians, bicyclists, and/or property owners.

◆ **Level of Service** - increases service level (facility or system) through improved access, convenience, and/or reduced congestion.

◆ **Regional Access** - improves regional access to City facilities, districts, and uses that have a city-wide and/or regional service area.

◆ **Cost Effectiveness** - provides the most cost-effective solution to the transportation problem or opportunity.

The evaluation process also considered financial constraints based on expected levels of local, state, and federal funds. Imposing this funding constraint on the prioritized list of potential projects resulted in the final recommendation for improvements to the road network.

Projects are grouped in the following two categories:

◆ **2005-2025 Projects** - These projects are identified as being the most critical for meeting the city’s needs, and as capable of being funded...
Transportation Plan

Features
- Road Projects 2005-2025
- Extension/New Road
- Road Improvement
- Widen Facility
- Intersection Improvements
- Interstate
- Arterial
- Local

Hampton Community Plan
Transportation Element

Data Source:
City of Hampton, Planning Department
City of Hampton, Geographic Information Services
ESRI Geographic Data

City of Hampton Planning Department
February, 2006

www.hampton.gov/community-plan
within the estimated 20-year financial constraint (see Transportation Map).

**Future Projects** - These projects are identified as key projects to the City’s future; however, funding is not expected to be available based on the estimated 20-year financial constraint.

The Transportation section of the Community Plan will be re-evaluated and updated to address changing transportation needs and to reflect the status of available funding and funding sources.

### 2005-2025 Projects

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Project Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Hampton Roads Bridge Tunnel/I-64 widen (I-664 to Norfolk)</td>
<td></td>
</tr>
<tr>
<td>2. King Street Interchange/Rip Rap Road extension</td>
<td></td>
</tr>
<tr>
<td>3. N. Armistead Avenue/LaSalle Avenue Interchange</td>
<td></td>
</tr>
<tr>
<td>4. Saunders Road - Widen (Big Bethel Road to Newport News City Line)</td>
<td></td>
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<tr>
<td>5. Commander Shephard Boulevard Phase, 1</td>
<td></td>
</tr>
<tr>
<td>6. Commander Shephard Boulevard Phase, 2</td>
<td></td>
</tr>
<tr>
<td>7. Fox Hill Road - Widen (Old Fox Hill Road to Nickerson Blvd. add center turn lane)</td>
<td></td>
</tr>
<tr>
<td>8. Hampton Roads Center Parkway/Big Bethel Road Grade Separation</td>
<td></td>
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<tr>
<td>9. Little Back River Road - Widen (N. King Street to Harris Creek Road)</td>
<td></td>
</tr>
<tr>
<td>10. N. Armistead Avenue, Phase 18 (New Link Road to Mercury Blvd.)</td>
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<tr>
<td>11. Powhatan Pkwy - Upgrade (Pembroke Avenue to Kecoughtan Road)</td>
<td></td>
</tr>
<tr>
<td>12. Power Plant Pkwy - Upgrade (Briarfield Road to Pine Chapel Road)</td>
<td></td>
</tr>
<tr>
<td>13. Todds Lane - Widen (Aberdeen Road to NN City Line - add center turn lane)</td>
<td></td>
</tr>
<tr>
<td>14. Todds Lane/Big Bethel Road - Upgrade Intersection</td>
<td></td>
</tr>
<tr>
<td>15. Beach Road - Straighten curves @ various locations</td>
<td></td>
</tr>
<tr>
<td>16. Beach Road - Upgrade (Canal Road to Long Creek Bridge)</td>
<td></td>
</tr>
<tr>
<td>17. Buckroe Avenue - Upgrade (Old Buckroe Road to beachfront)</td>
<td></td>
</tr>
<tr>
<td>18. Coliseum Drive/Mercury Blvd. Flyover Removal &amp; Intersection Improvements</td>
<td></td>
</tr>
<tr>
<td>19. Coliseum Mall Redevelopment - Road Extensions on Mall property</td>
<td></td>
</tr>
<tr>
<td>20. Commerce Drive - Extend (Convention Drive to Cunningham Road)</td>
<td></td>
</tr>
<tr>
<td>21. E Street - Upgrade/ widen (58th Street to Briarfield Road)</td>
<td></td>
</tr>
<tr>
<td>22. Enfield Road - Upgrade (Von Schilling Drive Road to Mercury Blvd.)</td>
<td></td>
</tr>
<tr>
<td>23. Harris Creek Road - Upgrade/ widen (Gloria Dei to northern road end)</td>
<td></td>
</tr>
<tr>
<td>24. Kecoughtan Road - Upgrade (LaSalle Avenue to Newport News City Line)</td>
<td></td>
</tr>
<tr>
<td>25. Mallory Road - Upgrade (E. Pembroke Avenue to Buckroe Avenue)</td>
<td></td>
</tr>
<tr>
<td>26. E. Pembroke Avenue - Upgrade (Old Buckroe Road to Mallory Road)</td>
<td></td>
</tr>
<tr>
<td>27. N King Street - Upgrade (Mercury Blvd. to Little Back River Road)</td>
<td></td>
</tr>
<tr>
<td>28. Riverdale Center Redevelopment - Road Extensions on Center property</td>
<td></td>
</tr>
<tr>
<td>29. Silver Isles Boulevard, - Upgrade/widen (Hall Road to Beach Road)</td>
<td></td>
</tr>
<tr>
<td>30. Von Schilling Drive - Upgrade (Cunningham Drive to Coliseum Mall)</td>
<td></td>
</tr>
</tbody>
</table>
The Community Facilities section of Hampton’s Community Plan addresses educational, recreational, cultural, public safety, utility, health and human services, as well as City administrative facilities. This section of the Plan considers these facilities on a regional, city-wide, and neighborhood scale. These facilities support the services provided by the City and, in cooperation with other public and private agencies, they protect the safety and well-being of the community and provide opportunities for personal growth and recreation.

This section of the Plan identifies policies and strategies to guide future investments in community facilities. These policies and strategies are intended to be comprehensive, general, and long range.

The Community Facilities section identifies recommendations for major investments in community facilities that are anticipated over a period of up to twenty years.

The Community Facilities section of the Plan focuses on:

- Opportunities to strengthen the relationship between investments in community facilities and the community’s vision, goals, and objectives.
- Opportunities for integration and coordination of service delivery from more than one City department or program area.
- Opportunities for joint service delivery with one or more agencies or municipalities within the region.

- Opportunities to encourage reinvestment keeping high standards of maintenance and enhancing the appearance of existing facilities.
- Providing direction for the annual preparation of the City’s capital improvements plan and for the preparation of more detailed implementation plans.

Community Facilities Objectives

Below are the general objectives or best practices that apply to the development of community facilities.

<table>
<thead>
<tr>
<th>Community Facilities Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Provide community facilities that are targeted to address the needs of city residents and visitors.</td>
</tr>
<tr>
<td>2. Provide community facilities that are attractive, well designed, and well maintained.</td>
</tr>
<tr>
<td>3. Provide facilities that are responsive and adaptable to changing needs.</td>
</tr>
<tr>
<td>4. Promote the safety and security of facility users in the design and operation of community facilities.</td>
</tr>
<tr>
<td>5. Promote partnerships with private, non-profit, and government agencies in the provision of community facilities.</td>
</tr>
<tr>
<td>6. Promote joint-use and multi-use community facilities.</td>
</tr>
<tr>
<td>7. Use facility and service level standards to promote efficient and cost-effective planning for new or expanded facilities.</td>
</tr>
<tr>
<td>8. Maximize facility access and convenience. Provide access by a variety of transportation modes.</td>
</tr>
<tr>
<td>9. Address the needs of special populations including low income, youth, elderly, and persons with disabilities.</td>
</tr>
</tbody>
</table>
Anticipated Future Conditions

A summary of long term trends that will affect the future development of community facilities in Hampton are outlined below.

A. Economic and Population Trends
- Community facility needs will continue to be driven, in part, by economic and population changes in Hampton and the region. Ongoing evaluation of the U.S. Census and other data sources will help the City track these changes and respond accordingly. Some general trends are identified below.
  - The city’s population will continue to become more racially and ethnically diverse than the region as a whole.
  - The city’s population is aging.
  - It is expected that total public school enrollment will remain relatively steady with a slight decline over the next 20-25 years.
  - Future space needs for educational facilities are likely to be driven by programmatic changes (Preschool, English as Second Language, Vocational Education, and Technology) and the desire for smaller class sizes.

B. Aging Facilities and Infrastructure
- As noted in other sections of the Community Plan, the land area in Hampton is nearly fully developed. The City’s inventory of community facilities will begin to stabilize and age as well. This trend has a number of implications for community facilities plans:
  - Increased emphasis on facility maintenance, renovation, replacement, and modernization versus new construction on new sites.
  - Special consideration for the preservation of historically significant buildings and structures.
  - More opportunities to re-program, consolidate, share or combine facilities.
  - Coordinated efforts for the replacement, maintenance and upgrade of local infrastructure such as water and sewer pipelines, and streets.
  - Increased need for strategies to address surplus facilities and properties.

C. Strategic Investment Areas
- Hampton’s Community Plan recommends a number of long term strategies to maximize the value of City investments by focusing on key city neighborhoods, districts, and corridors. Focused City investments in Downtown Hampton, Buckroe Beach, and Phoebus, for example, will leverage
private investments in the area and stabilize surrounding neighborhoods.

Community facilities are central assets in many of these areas. Targeted investments in community facilities in these areas can complement other public and private investments to bring about the successful redevelopment and revitalization of these areas.

D. Regional Connections - Hampton’s growing connection to the Hampton Roads region has a number of implications for community facilities planning:

◆ New opportunities for shared services and facilities.
◆ Increased need to avoid duplication while maintaining the City’s competitive position within the region.
◆ Increased emphasis on planning for the transportation needs of the City’s regional scale facilities and attractions.

E. Safety and Security

Neighborhood Safety/Community Policing - Safety and security rank high on the concerns of many Hampton residents. Seniors and youth, in particular, are looking for activities where it is safe. Per capita public safety related expenditures have increased in recent years. The most effective crime prevention programs have emerged from strengthened partnerships between law enforcement and the community.

Emergency Planning - Hampton’s recent experience with Hurricane Isabel underscores the importance of being prepared for natural and man-made disasters. Planning for pre- and post-disaster service delivery and minimizing risks to residents and property are important considerations when planning for many community facilities.

Changes in flood insurance policies at the federal level will also impact future development policies at the local level. Special incentives and new emphasis on proactive measures towards reducing vulnerability of buildings to natural hazards is also a trend that is expected to continue.

Homeland Security - Expanding the responsibilities of our local police to include Homeland Security will have implications for community facilities planning. Efficient coordination among Fire, Police, Coast Guard, and other federal, state, and city agencies needs to be supported through adequate facility planning.

An increasing trend towards clustering some of these facilities is anticipated to continue. Risk assessment and management of sensitive facilities will continue offering opportunities to leverage partnerships at the federal, state, and local levels.

F. Changes in Communications and other Technologies - Maintaining flexibility in response to potential changes in technology is an important consideration when planning for many community facilities. Communications, energy, and transportation technologies are particularly important for facilities planning. The growing use of the internet and cell phones continue to offer opportunities for improving customer service and remaining economically competitive.

Demands for infrastructure that supports new communication and technology pose significant challenges as well as opportunities when upgrading pre-existing developments.

Community Facilities Policies

The following includes some examples of the recommended policies included in the Community Plan.
A. Customer Service

CF Policy 1: Ensure community input in the decision making process of upgrading, replacing, or building community facilities and infrastructure.

CF Policy 2: Treat community facilities as broad-based community assets that are critical to maintaining a positive image of the city for both residents and visitors.

CF Policy 3: Leverage the impact of community facilities by pursuing the achievement of multiple community goals and objectives.

CF Policy 4: Continue to invest in community facilities in a fiscally responsible and cost-effective manner:
   a) Promoting facilities that achieve maximum efficiency in service delivery and control long term operating costs.
   b) Implementing cost-benefit analysis and cost-effective facility improvements.

CF Policy 5: Build community facilities using state of the art technology and design standards.

CF Policy 6: Encourage shared community facilities among City divisions, departments, programs, and local and regional partners to promote the most efficient use of the facilities.

CF Policy 7: Use citizen expertise in non-paid and special service functions. Use citizens as an extension of City staff whenever possible.

CF Policy 8: Promote the use of comprehensive long term facility master plans to ensure the most cost-effective management of community facilities and infrastructure.

CF Policy 9: Design and upgrade community facilities consistent with the requirements of the American’s with Disabilities Act (ADA).

CF Policy 10: Thrive to provide gender equity while designing and upgrading community facilities.

CF Policy 11: Preserve historical landmarks and promote scenic beautification. Design, build, and renovate community facilities in a way that has a positive impact on surrounding neighborhoods and contributes to building a unique sense of place.

CF Policy 12: Promote regional cooperation and interaction with high quality regional-scale community facilities.

B. Site Selection

CF Policy 13: Follow a planning process to optimize site selection and identify strategic locations for replacement, upgrade, and construction of new community facilities. (See typical site selection process below.)

CF Policy 14: Use community facility investments as a catalyst for redevelopment, revitalization, place making, and community building. Focus investments within the City’s strategic investment areas.

CF Policy 15: Avoid locating City facilities in flood prone areas or other locations vulnerable to natural hazards. Over time, seek to relocate or elevate existing City facilities in flood prone locations.

C. Capital Improvements Plan

CF Policy 16: Use the City’s capital improvements budgeting process as a tool for implementing the Community Plan. Evaluate project proposals for consistency with the Community Plan.
The following table summarizes the guiding principles to evaluate capital improvement projects.

<table>
<thead>
<tr>
<th>Guiding Principles for Capital Improvement Projects</th>
<th>Implements the Community Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Leverages Outside Investments that Implement the Community Plan</td>
<td></td>
</tr>
<tr>
<td>2. Meets a State, Federal, or Other Mandate for the City</td>
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<tr>
<td>3. Maximizes Opportunities for Joint, Multiple, or Shared Delivery of Services</td>
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<tr>
<td>4. Based on a Site Selection Process</td>
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<tr>
<td>5. Based on a Comprehensive Assessment of Facility Needs</td>
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<tr>
<td>6. Based on Community and Customer Input</td>
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</tr>
</tbody>
</table>

D. Education

CF Policy 17: Provide public school facilities that support a high quality learning environment and that support educational values and practices.

CF Policy 18: Promote educational facilities that have a high degree of flexibility for broad based community use. Recognize that the world and community values and practices are in rapid change.

CF Policy 19: Design facilities to meet or exceed the physical needs of educational programs and support future academic and technological trends. Design facilities to be adaptable as needed to respond to unexpected fluctuations in enrollment or special program needs.

CF Policy 20: Improve non-vehicular access to community facilities particularly educational and recreational facilities - to provide safe alternatives for access, increase usage, and encourage physical activity among residents of surrounding neighborhoods. Comply with SAFE-TEA recommendations contained in the Safe Routes to School initiative.

CF Policy 21: Minimize transportation time from home to school.

CF Policy 22: Maintain an on-going collaborative working relationship between Hampton City Council and the School Board to address facility planning, maintenance, renovation, replacement, redevelopment impacts, and other issues of mutual concern.

CF Policy 23: Promote and extend on-going cooperation and partnerships with Hampton University, Thomas Nelson Community College, NASA/Langley Research Center, and other local and regional, private and public educational institutions to explore opportunities and address issues of mutual concern.

CF Policy 24: Future public library facilities should be placed in strategic locations which are visible, convenient, and in proximity to other activities such as shopping and recreation. Provide facilities that have adequate space for lending and browsing collections, comfortable interaction with staff, and access to public technology, meeting, classroom, teaching, and study space.

E. Parks and Recreation

CF Policy 25: Expand the shared use of parks and recreation facilities with schools and other compatible community services.

CF Policy 26: Continue to provide parks and recreational facilities that promote passive and active recreational, educational, and cultural opportunities for all residents and visitors.

CF Policy 27: Increase the number of self-sustaining parks and recreation activities through appropriate fee structures.

CF Policy 28: Provide parks and recreational facilities that promote the protection of the natural environment. Manage parks and open spaces in accordance with recognized land management and environmental sustainability principles and applicable regulations.

CF Policy 29: Provide parks and recreational facilities that contribute to the health and safety of children and youth. Encourage physical activity and pedestrian and bike access to reduce the dangers of traffic and the risks associated with a sedentary lifestyle.

CF Policy 30: Encourage and cooperate with other jurisdictions and agencies to develop and
maintain a unified regional trail system, including hiking, biking, and waterways.

**CF Policy 31:** Promote the creation of urban and waterfront parks to enhance the character and urban design of the city while promoting redevelopment and reinvestment.

**CF Policy 32:** Increase public/private partnerships within the community at the local and regional level for recreational programs and activities such as:
- athletic fields
- golf courses
- bikeways
- walking trails
- boat ramps
- beaches
- wildlife habitat/conservation areas
- parks
- pools
- teen and senior centers
- fishing piers
- facilities oriented to special population needs (such as disabled)

### F. Cultural and Civic Facilities

**CF Policy 33:** Provide cultural and civic facilities that deliver activities and events to meet the needs of diverse age groups, cultural backgrounds, and lifestyles of community residents and visitors.

**CF Policy 34:** Promote cultural and civic facilities that educate and inform residents and visitors about the community, its history, and resources.

**CF Policy 35:** Continue to increase the number of self-sustaining cultural programs. Strengthen partnerships and sponsorships from individuals and corporations.

**CF Policy 36:** Continue to provide facilities that will deliver high quality world-class cultural events and entertainment to Hampton Roads residents and visitors.

### G. Public Safety

**CF Policy 37:** Build and locate public safety facilities using high standards of performance while providing quality services to assure the protection of human life and property.
CF Policy 38: Design public safety facilities to contribute to crime prevention, while facilitating the efficient and coordinated work of courts, law enforcement, corrections, and information and rescue services.

H. City Administration and Operations

CF Policy 39: Continue to seek improved methods of governmental administration that will be as cost-effective as possible. Reflect changes and improvements in technology and the best customer service practices.

CF Policy 40: Follow a planning process for the relocation of maintenance, warehouses, and other City administrative and support facilities that considers the compatibility of surrounding land uses and that maximizes the efficient provision of services and complementary functions.

I. Utilities

CF Policy 41: Provide utility infrastructure that meets the needs of current residents and visitors, is flexible to meet changing service needs, and acts as a catalyst for continued development and redevelopment.

CF Policy 42: Continue to strive for an efficient, self-sustaining waste collection and disposal program.

CF Policy 43: Promote utility infrastructure that enhances the natural environment and is consistent with applicable environmental regulations.

CF Policy 44: Coordinate with service providers and plan for replacement, maintenance, and expansion of local infrastructure such as water and sewer pipelines and street improvements to minimize disruption for city residents and visitors.

CF Policy 45: Encourage location of new communications towers in preferred sites through implementation of standards and procedures to be incorporated into the Zoning Ordinance.

J. Health and Human Services

CF Policy 46: Continue to work cooperatively with Federal and State agencies to address needs for health and human service facilities.

CF Policy 47: Expand partnerships with private health and human services providers.

CF Policy 48: Develop a comprehensive inventory of active and inactive cemeteries throughout the city.

CF Policy 49: Provide a high level of maintenance to public health and human services facilities.

CF Policy 50: Provide an adequate level of social and institutional services without overburdening neighborhoods with an excessive concentration of institutional uses aimed to meet the needs of the city as a whole.
The Environmental Stewardship section of the Community Plan identifies policies, projects, and program improvements to guide the management and protection of the City’s environmentally sensitive areas. A holistic vision for Hampton’s environment will balance human and environmental needs while meeting the challenges and opportunities of a mature city. With open space at a premium and continuing pressures to expand the City’s economy, it will become increasingly important to focus on redevelopment, increasing densities in strategic areas, and other creative solutions that protect the environment while allowing for development. Environmental resources must be integrated with development practices. The City needs to protect its future by building its economic engine, broadening its tax base to pay for expected public services, and taking opportunities to preserve and enhance the environment. Likewise, regional level growth must be weighed against planning efforts that combat urban sprawl in the Hampton Roads area. The goal is to balance growth and economic development with protection of the natural environment. Our community’s health and quality of life are directly affected by the condition of its environmental surroundings.

The environmental component of the Plan identifies natural features (e.g. waterways, wetlands, open space and natural areas, urban forest) and the measures for management and protection. This section also provides guidance in allowing appropriate land uses to coexist with environmentally sensitive areas, including facilities and services that are sensitive to natural and man-made environmental constraints.

In addition, the Environmental Stewardship section plays a key role in shaping the form of the City’s landscape. Development in some areas of the city is limited due to environmental constraints while other areas are enhanced by environmental amenities. The land’s ability to support certain uses or types of development are limited in particular areas due to potential hazards, such as shoreline erosion, flood threats, certain soil conditions, and aircraft movements at Langley Air Force Base. The enforcement of the Chesapeake Bay Preservation Act ordinance also limits development of certain lands. Development in other areas of the city is enhanced by environmental amenities such as the Bay or the City’s many other waterways.
As the amount of undeveloped land within the city continues to decrease, pressure to develop the remaining undeveloped land (greenfields) and environmentally sensitive areas increases. Thus, the issue of redevelopment within the city is key, involving both brownfield and greyfield sites. Brownfields are land areas that are potentially impacted by environmental hazards, such as contaminated soils or water. Greyfields are typically characterized by vast areas of paved surface that are usually underutilized, such as vacant shopping centers, light manufacturing, and underutilized surface parking lots. A great opportunity exists in reclaiming such land areas for redevelopment to a greater potential and to reduce development pressure on environmentally sensitive land areas.

Environmental Stewardship Objectives

There are a number of general objectives or best practices that apply to environmental protection planning. These objectives are listed in the following table:

### Environmental Stewardship Objectives

<table>
<thead>
<tr>
<th>Objective</th>
<th>Description</th>
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<tbody>
<tr>
<td>1.</td>
<td>Practice waste reduction as a means to reduce environmental impacts, extend the life of the landfill, and reduce the cost of waste management services.</td>
</tr>
<tr>
<td>2.</td>
<td>Promote pollution prevention practices for City organizations, businesses, and residents.</td>
</tr>
<tr>
<td>3.</td>
<td>Practice and promote litter prevention to protect the environment and beautify the city.</td>
</tr>
<tr>
<td>4.</td>
<td>Protect and improve the natural features found in Hampton: wetlands, forested areas, coastal dunes and beaches, and habitats for rare, threatened, and endangered species.</td>
</tr>
<tr>
<td>5.</td>
<td>Practice and promote integrated pest management.</td>
</tr>
<tr>
<td>6.</td>
<td>Practice and promote water and energy conservation.</td>
</tr>
<tr>
<td>7.</td>
<td>Protect and improve the air quality within Hampton and the region.</td>
</tr>
<tr>
<td>8.</td>
<td>Reduce the impact of aircraft noise on Hampton residents and visitors.</td>
</tr>
<tr>
<td>9.</td>
<td>Promote a thriving &quot;urban forest&quot; that provides ecological, economic, and aesthetic benefits for Hampton.</td>
</tr>
<tr>
<td>10.</td>
<td>Minimize the exposure of Hampton residents and visitors to environmental hazards.</td>
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</tbody>
</table>

### Anticipated Future Conditions

Trends and issues that will affect environmental stewardship in Hampton and the region are noted below:

**A. Regional Planning and Partnerships** - A growing number of environmental issues will continue to be addressed through planning and coordination at a regional scale:

- Solid Waste Management
- Environmental Education
- Air Quality
- Water Quality
- Hazard Mitigation Planning
- Smart Growth Practices
- Energy Conservation
- Air Installations Compatible Use Zones (AICUZ) Planning

**B. Increasing State and Federal Mandates** - Many of the recently adopted environmental programs and regulations implemented at the
local government level are the result of mandates from the State or Federal government. Examples include: Chesapeake Bay Preservation Act requirements, storm water management requirements, and AICUZ requirements. Most of these mandates are not accompanied by Federal or State funding for implementation. Changing State and Federal regulations and program guidance requires that local programs be periodically reviewed for compliance and kept up to date. For example, as State and Federal efforts to improve the water quality and habitat value of the Chesapeake Bay increase, the demands made on local governments to enforce existing regulations, create new regulations, and develop local water quality improvement plans also increases without any significant funding to pay for these local efforts. In Hampton, this progression has been manifested with the requirements to adopt a storm water ordinance, a Chesapeake Bay Protection District, an erosion and sediment control ordinance, and will require further water quality planning as the Federal deadline for reaching specified water quality levels in the entire Bay approaches in 2010. In an attempt to meet the requirements of this deadline, the State has adopted tributary strategies for each of the major river drainages in Virginia, which will have impacts on local resources. The trend of increasing State and Federal environmental mandates on local governments is expected to continue. This trend will require that the City continue to monitor State and Federal environmental initiatives and determine their legal and fiscal impacts.

C. Land Development Constraints and Opportunities - With limited developable land, much of the City’s future growth and development will be the result of redevelopment, in-fill development, and revitalization of existing neighborhoods and districts. The land development constraints and opportunities of a built-out city will affect City policies and programs to promote environmental stewardship:

◆ Brownfield/Greyfield Redevelopment - A key component to Hampton’s growth and economic development includes the redevelopment of brownfield and greyfield sites. Such development is a strategy that promotes smart growth and environmental stewardship. The city has initiated a process to identify potential brownfield sites and to explore opportunities for clean-up and redevelopment. Likewise, strategic area master plans focus on redevelopment of vacant or underused aging commercial properties and centers.

◆ Public Open Space - Hampton has an extensive inventory of parks and open spaces. The City also has over 227 miles of coastal shoreline and numerous water bodies. Redevelopment and revitalization initiatives within the city will present numerous opportunities to enhance and expand the city’s inventory of public open spaces. Enhanced open spaces will promote stewardship of the environment while also creating a renewed sense of place and economic vitality in the city’s neighborhoods and districts.

◆ Tree Preservation - The environmental and economic benefits of an urban forest and well maintained city landscape are well documented. Redevelopment and revitalization initiatives in the city will also present opportunities to protect existing trees and to enhance the city landscape. Additional incentives and development regulations may be needed to fully realize the opportunities for tree preservation.

D. Chesapeake Bay Preservation - The waters and shoreline of the Chesapeake Bay will continue to be one of the city’s most important economic and environmental assets. Preservation and sustainable use of the Bay will be central to a number of policies and programs promoting environmental stewardship:

◆ Shoreline Erosion - Shoreline erosion is a natural phenomenon of the water’s edge that constantly changes due to tidal action and wave effects. Shoreline erosion has a negative impact on the Chesapeake Bay water quality due to the increase in sediment in the water. Erosion becomes a threat when development occurs along the shoreline risking damage to private structures and public facilities. The City will continue to monitor and manage...
shoreline erosion to advance environmental and other public objectives. A beach replenishment program is essential to maintaining the public beaches for residents and tourists to enjoy as well as protecting the beachfront from erosion.

Volunteers planting Salt grass on dune at Salt Ponds Beach.

◆ Shoreline & Water Access - Locations for suitable boat access along Hampton’s waterfront are limited. Large commercial and recreational vessels are restricted to the lower Hampton River and Hampton Roads near Fort Monroe. Channel depths in these areas are maintained at approximately 12 feet (mean low water). The Back River channel has similar depths; however, none of the other channels have adequate depths. Continued maintenance and enhancement of shoreline and water access is needed to support the sustainable use of the Bay and its tributaries and to promote economic development and quality of life for city residents and visitors.

◆ Water Quality Management - Federal and State regulations require Hampton and other localities to reduce pollution from storm water before it reaches area watersways. In Hampton, these pollution controls have been funded by a storm water fee based on the amount of impervious surfaces that generate runoff. Regulations have also been developed to require localities to reduce pollution from the sanitary sewer collection system. The City’s role in water quality management is expected to continue to expand as new regulations are developed and existing water quality standards are made more stringent.

Environmental Stewardship Policies

The following are some examples of the recommended policies included in the Community Plan:

A. Regional Policies

EN Policy 1: Foster environmental stewardship among residents, local organizations, businesses, and institutions within the city and the Hampton Roads region.

EN Policy 2: Support regional efforts to reduce water and air pollution and to practice sustainable management of solid and hazardous wastes.

EN Policy 3: Support regional efforts to promote sustainable use of regional natural assets. Support regional and multi-state efforts to acquire, develop, operate, and maintain regional open space, greenway, and waterway systems.

EN Policy 4: Strive to increase cooperative regional management programs for reservoir watersheds.

EN Policy 5: Encourage and actively participate in partnerships with regional agencies, organizations, and educational institutions to address environmental issues.

EN Policy 6: Encourage inter-jurisdictional cooperation and communication to exchange ideas, techniques, and best practices to promote sustainable development across the region.

EN Policy 7: Support redevelopment and growth management initiatives to preserve the integrity of regional natural features and valuable rural lands.

Environmental Stewardship
EN Policy 8: Continue to contribute to regional efforts to preserve the water quality of the Chesapeake Bay and its tributaries. Partner with regional and State agencies that oversee and assist localities to comply with the Chesapeake Bay Preservation Act.

EN Policy 9: Support regional efforts to promote energy conservation through the use of green building and other conservation techniques.

EN Policy 10: Support regional efforts to develop and implement a natural hazard mitigation plan in order to reduce the impacts of future natural hazard events such as hurricanes.

B. City Wide Policies

EN Policy 11: Continue to cultivate cooperation with citizen organizations and increase awareness about environmental issues. Promote environmental education and stewardship at the neighborhood level.

EN Policy 12: Comply with the Chesapeake Bay Preservation Act and regulations. Continue to implement and enforce the ordinance provisions and planning policies that advance the water quality objectives of the Act and regulations.

EN Policy 13: Continue to protect streams, wetlands, floodplains, and woodlands from the impacts of new development and redevelopment as required by local, State, and Federal environmental laws and regulations.

EN Policy 14: Identify opportunities for the creation of wetlands as mitigation for City capital projects and other land development impacts.

EN Policy 15: Promote the creation and implementation of an urban forest renewal program that protects existing trees and plants new trees.

EN Policy 16: Promote the implementation of environmental stewardship policies as part of small area, district, and corridor master plans.

EN Policy 17: Promote recycling, waste reduction, the use of environmentally friendly products, and other approaches to extend the life of the landfill facility.

C. Environmentally Sensitive Areas

EN Policy 18: Identify and protect highly valued natural resources in order to preserve their beneficial functions for clean water, clean air, and natural habitat.

EN Policy 19: Promote the preservation and enhancement of functional open spaces such as greenways, blueways, and wildlife habitat corridors.

EN Policy 20: Support the development of storm water management plans for each major drainage basin. Promote basin-wide solutions and discourage on-site, single purpose basins.

EN Policy 21: Continue to implement non-point source pollution controls, stream restoration projects, and sanitary sewer improvements.

EN Policy 22: Partner with Langley Air Force Base to promote compatible land uses within the flight approach zones and noise areas associated with the AICUZ program.

EN Policy 23: Limit development on or in front of coastal sand dunes along the Chesapeake Bay.

EN Policy 24: Protect and enhance public access to waterways and waterfront areas.

EN Policy 25: Encourage further development of boat launching and docking facilities.

EN Policy 26: Ensure that waterfront development is sensitive to shoreline erosion, flood protection, and water quality.

EN Policy 27: Identify and protect sensitive environmental features through maintenance of appropriate surveys, mapping, and analysis.

EN Policy 28: Preserve and protect existing mature trees in new development and redevelopment.

EN Policy 29: Promote the conservation and restoration of creeks and other waterways as open space amenities, natural habitat areas, and elements of community design.
The Economic Development section of the Community Plan identifies the City’s efforts to promote a healthy and expanding local economy. These efforts include support for new development, redevelopment, business recruitment, retention and expansion, promotion of conventions and tourism, and investments to upgrade and maintain public infrastructure, housing, and neighborhoods.

The Economic Development section begins with a description of local and regional economic conditions and population characteristics. Existing City economic development programs are also identified. Information is then provided on anticipated future economic conditions and trends. This information provides the basis for long range economic development policies and strategies.

The objectives or best practices that apply to the Economic Development section of the Community Plan follow:

- **Economic Development Objectives**
  1. Promote employment opportunities that provide higher family supporting incomes for Hampton’s citizens.
  2. Nurture and support established businesses as well as new businesses.
  3. Improve the skills of the city’s labor force.
  4. Encourage the use of public/private collaborations and/or partnerships.

- **Anticipated Future Conditions**
  A number of long range trends affecting the region’s economy and the City of Hampton help to define the City’s economic development policies.

  A. **Global Connections**
  A number of factors will continue to make the Hampton Roads regional economy increasingly
connected to national and international economic trends and political developments:

◆ The region’s dependence on military employment and defense spending, port activities, and tourism.
◆ The increasing globalization of many product and service markets.
◆ A continued reduction in the relative importance of military spending in the region will produce stronger ties to national business cycles.

B. Regional Economic Growth

According to the latest projections from the Hampton Roads Planning District Commission, the gross regional product (GRP) for the region is expected to nearly double by 2030 from $62.8 billion in 2000 to $114.6 billion in 2030. The prospects for the region’s basic economic sectors are expected to remain strong in the long run.

Within the service sector significant gains in tourism, recreation, and cultural entertainment are expected to continue to be an important source of employment growth.

Federal government employment, and in particular the military, is expected to continue to be a significant component of the regional employment base and a key asset to future development of economic clusters.

Structural changes within federal agencies such as the National Aeronautics and Space Administration and the Department of Defense towards outsourcing and subcontracting will continue to open opportunities and attract new private investment. The flexibility of private companies to tap into wider and more diverse markets both military and non-military presents great opportunities for a sustainable healthy economy. Among those are the commercialization of patents and the development of new technology for private uses.

C. Industrial to Knowledge-Based Economy

The U. S. economy is in the midst of a major structural transformation as it moves from the industrial base of the “old economy” to the knowledge-based “new economy.” Where the industrial economy favors locations with abundant resources (raw materials, cheap land, and readily available power), the new economy favors locations with abundant knowledge resources (eminent scholars, research and development, and a skilled workforce).

Recent projections from the Virginia Employment Commission anticipate growth in such “new economy” sectors as professional and technical occupations, marketing and sales, service occupations, and management and administrative positions.

Among the challenges posed by the “new economy” are not only producing but attracting and retaining a healthy pool of skilled and highly educated human capital. Skilled and knowledgeable people tend to locate in places that offer quality services, along with strong social, cultural, and natural assets.

Many issues affecting our competitiveness in the new economy cannot be properly addressed at the local level. Issues associated with the quality
of life, such as transportation, environmental management, workforce development, housing, and social inclusion have become increasingly important, and often demand regional solutions.

The Hampton Roads Region will remain competitive in the knowledge-based economy through developing and maintaining a strong human capital, enhancing and promoting our various social, cultural, and natural assets, and constantly improving the attractiveness and the overall quality of life within the region.

D. Growth Through Redevelopment

As illustrated by the population and economic trends, the period of suburban growth experienced by the City of Hampton that continued through the 1990’s is giving way to a period of stability where Hampton will be characterized as a mature city. As the city has matured, some of its older commercial and industrial areas have experienced an increase in the number of poorly maintained, vacant, or underutilized properties. These properties represent a significant financial cost in unrealized property tax revenue and jobs, and they can have a negative affect on surrounding areas.

Due to their location, existing infrastructure, urban and natural amenities or other advantages, many of the properties located in strategic investment areas such as Downtown, Buckroe, and Coliseum Central, continue to have significant market potential. Economic growth and development in the city will increasingly come about as a result of redevelopment, revitalization, and reinvestment in these existing business districts and commercial corridors.

Economic development policies and strategies will increasingly reflect the challenges and opportunities of a mature city:

◆ Increased emphasis on existing developed areas versus new development on large, previously undeveloped sites.
◆ Increased emphasis on mixed use developments and place-making.
◆ Increased coordination between tourism, job creation, retail development, and housing and neighborhood development.
◆ Increased efforts to monitor and respond to economic obsolescence in commercial and employment uses.

E. Public - Private Collaboration & Partnerships

Partnerships between the City of Hampton and private investors, business organizations, and civic associations will continue to be a significant source of city growth and revitalization. Other public agencies and facilities will also continue to provide opportunities for collaborations to promote economic development. Langley Air Force Base (LAFB), the National Aeronautics and Space Administration’s (NASA) Langley Research Center, Fort Monroe, Hampton University, and Thomas Nelson Community College have a significant economic impact on the city and region.

Also, the presence within the region of more than 24 colleges and universities along with more than 14 workforce training centers offers a competitive advantage in providing a strong labor pool. Significant investments in Hampton’s public schools, along with an active working relationship with all educational and training centers, will remain a key to ensuring the preparedness of our local workforce.

New state of the art facilities such as the Sentara Careplex Hospital, will continue to attract medical and health care service providers and patients from all of Hampton Roads and particularly from the Peninsula. Medical and health care related services could also provide opportunities for col-
laborations and partnerships for supportive residential development, community facilities, and workforce development and training.

F. Challenging Fiscal Environment

The City of Hampton, like most cities and counties in Virginia, is providing local government services in an increasingly difficult fiscal environment. Factors that contribute to this challenging fiscal environment include the built-out nature of the older urban areas in the State and the increasing, often unfunded, mandates from the State and Federal government. These fiscal realities challenge the ability of local governments to provide high quality schools and other local services that are competitive within the region. Successful economic development initiatives are needed to help maintain a balance between local revenues and demands for local government services.

Economic Development Policies

A. General Policies

ED Policy 1: Retain, expand, and attract businesses that provide jobs with family-supporting wages.

ED Policy 2: Focus business expansion and attraction efforts on basic sector companies to strengthen industrial clusters that bring new wealth into the city and region.

ED Policy 3: Diversify and strengthen the region’s economic base through the development of economic clusters around existing basic industries.

ED Policy 4: Nurture small and start-up businesses.

ED Policy 5: Promote the development and commercialization of technology-based products and services.

ED Policy 6: Expand tourism, entertainment, and cultural opportunities within the city.

ED Policy 7: Promote tourism and cultural attractions as assets for business retention and recruitment.

ED Policy 8: Promote Hampton as a retail destination for travelers and as the first retail choice for residents.

ED Policy 9: Ensure that the City’s implementation plans, physical infrastructure, and land use
regulations support the City’s goals for economic development and growth.

**ED Policy 10:** Foster the successful redevelopment of well-situated vacant and underutilized commercial and industrial properties within the city.

**ED Policy 11:** Ensure that employment centers, industrial parks, and business districts continue to receive the infrastructure necessary to attract new investment.

**ED Policy 12:** Focus special attention on strengthening the ability of older commercial and industrial areas to support new and expanded business activity.

### B. Collaborations, Partnerships, and Regional Cooperation

**ED Policy 13:** Support the development of a shared agenda of regional economic development goals.

**ED Policy 14:** Cooperate with regional agencies to successfully market Hampton and the Hampton Roads region.

**ED Policy 15:** Maintain a close liaison with Fort Monroe, Langley Air Force Base, and the NASA Langley Research Center.

**ED Policy 16:** Monitor trends in defense and space research contracting, spending, and organizational change.

**ED Policy 17:** Expand economic development partnerships with business associations, governmental organizations, and educational and research institutions.

### C. Workforce Development

**ED Policy 18:** Maintain a top-notch workforce through close coordination among key institutions: employment and training agencies, the business community, Hampton City Schools, Thomas Nelson Community College, Hampton University, and other local educational and research facilities.

**ED Policy 19:** Foster strategic partnerships with local military bases to create a successful mechanism to absorb and retain former military personnel to enhance our local highly trained labor pool.

**ED Policy 20:** Facilitate greater participation in the workforce by promoting quality daycare services, flexible job schedules, job sharing, home occupations, increased accessibility of jobs, and other creative solutions.
The Community Plan includes recommendations that will advance the vision and goals adopted in the early stages of the planning process. These recommendations are intended to provide both specific directions in the form of strategies, and more general direction and guidance in the form of vision statements, goals, planning principles, and policies.

The purpose of this section of the Community Plan is to present a list of the Plan strategies. This list is provided in the following table. Strategies are organized according to the key themes that were identified in the goal setting process:

A. Economic Sustainability - Protecting property values, diversifying the city’s housing stock, promoting redevelopment and economic development, protecting and managing natural resources, investing in infrastructure, and providing world-class schools and other community facilities while ensuring sufficient local revenue sources are some of the issues identified as key to the long term viability of the local economy.

B. Community Partnerships and Engagement - The long-standing tradition to seek out partnerships and engage the community in shaping the future was recognized as a source of strength and an opportunity for continued success in the future.

C. Community Perception, Marketing, and Image - Many community assets are not fully recognized in the marketplace and by the local media. Physical enhancements and effective marketing of community assets is needed to improve the city’s image.

D. Preparing Citizens for Future Success - One of the most important and fundamental resources in our community is our people. One key role of a community is to provide opportunities to prepare citizens for future success. This theme includes support to traditional education - K-12, colleges and universities, libraries and research institutions - as well as workforce development, life-long learning, and effective life skills to succeed in a diverse and ever-changing world.

The strategies table also identifies timing, financing, the lead agency responsible for implementation and references to other sections of the Community Plan whenever appropriate.
As noted in the Introduction section, Community Plan policies and strategies can also be summarized in the following general categories:

**Plan for Future Land Use:** the updated Land Use Plan will protect residential neighborhoods, encourage commercial investment in established centers and districts, promote revitalization in strategic areas of the city, and protect environmentally sensitive areas.

**Plan for Transportation Improvements:** the updated Transportation Plan recognizes the financial constraints on construction of new projects, promotes balance between automobile and non-automobile trips, and links transportation investments with proposed land use and development.

**Focus on Strategic Areas of the City:** the Community Plan recommends that the City focus planning and implementation efforts within selected strategic areas. The Community Plan also provides the city-wide policy direction that supports the strategic area plans.

As of February 2006, strategic area plans or "master plans" are being implemented for Downtown, Coliseum Central, Buckroe, and the Kecoughtan Road corridor. A plan is being prepared for the North King Street corridor, and plans for Phoebus and Fort Monroe are scheduled to be prepared in FY06-07.

Strategic neighborhoods, districts, and corridors serve as the "front door" for surrounding areas of the city. These areas play an important role in defining the overall image of the city and they perform a particularly important function in the economic vitality of the city. Focusing investments in these areas can result in benefits for the entire city.

**Diversify Housing:** the Community Plan contains a number of recommendations and policies that will help the city to diversify its housing stock. These recommendations will encourage housing that meets the needs of the current market and that strikes a healthy balance of housing values.

**Maintain and Enhance Community Appearance:** the Community Plan places a high priority on maintaining and creating a sense of community in the city’s neighborhoods, districts, and corridors. Major policies and strategies include updating the Zoning Ordinance, strengthened policies on property maintenance and community design, and master plans for strategic areas.

**Build on Assets and Leverage New Investments:** the Community Plan includes policies and
strategies to build on existing assets such as educational, medical, cultural, and recreational facilities. Other assets include waterways and waterfront, natural areas, and parks. Key public sector interventions and investments in community facilities, transportation, and schools can build on our existing assets while generating private sector investment and investor confidence.

Forge Effective Partnerships: the Community Plan recognizes that while our local government has limited resources, we are fortunate to have many strong civically minded neighborhoods, businesses, and community organizations. Plan policies and strategies support existing and encourage new partnerships among community and regional leaders, including the City of Hampton. Many major policies and strategies actually depend on effective partnerships to ensure successful implementation.

Hampton’s Community Plan will be implemented through the actions of City staff, the Planning Commission, other City Boards and Commissions, and the City Council. Plan recommendations will be carried out through the revision and adoption of the City’s Zoning Ordinance, annual operating budget, and the capital improvements budget. The Plan will also be implemented through the many ongoing actions of neighborhood, community, and business organizations, as well as the individual actions of home owners, business owners, and investors.

Long-range planning in Hampton does not end with the adoption of this document. It is important to continue with the steps necessary to bring about the vision of the Plan. The Plan is intended to be a living document that is changed and updated as local conditions change. In fact, State regulations require that the Plan be reviewed at least once every five years to determine the need for amendment.

Only through continuing to use, evaluate, and amend the Community Plan will Hampton reach towards the vision and goals identified by the many dedicated people who contributed to the development of the Plan.
# Hampton Community Plan

## Strategies

### Community Plan Summary Table

<table>
<thead>
<tr>
<th>Community Plan Theme</th>
<th>No.</th>
<th>Strategy</th>
<th>General Information</th>
<th>Suggested Financing Sources</th>
<th>Community Plan Reference</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic Sustainability</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>City-Wide</td>
<td>ES-1</td>
<td>Update the City Zoning Ordinance and related development regulations.</td>
<td>Planning</td>
<td>Short</td>
<td>Operating</td>
<td>HB, HN</td>
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<tr>
<td></td>
<td>ES-2</td>
<td>Evaluate the use of fiscal impact analysis as a tool for evaluating selected land development proposals.</td>
<td>Planning</td>
<td>New</td>
<td>Operating</td>
<td>CD</td>
</tr>
<tr>
<td></td>
<td>ES-3</td>
<td>Evaluate and revise as necessary the objectives and approach of the Strategic (property) Acquisition Review Committee.</td>
<td>Neighborhood Office</td>
<td>New</td>
<td>Operating</td>
<td>HB, HN</td>
</tr>
<tr>
<td></td>
<td>ES-4</td>
<td>Prepare and maintain an inventory of City-owned land. Prepare and implement a marketing and asset management plan for City-owned land.</td>
<td>Planning and Economic Development</td>
<td>New</td>
<td>Operating</td>
<td>HB, HN</td>
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<tr>
<td></td>
<td>ES-5</td>
<td>Evaluate and implement options to improve building and zoning code compliance and to improve property maintenance throughout the city.</td>
<td>Codes Compliance</td>
<td>On-going</td>
<td>Operating</td>
<td>CD, HN, HN</td>
</tr>
<tr>
<td></td>
<td>ES-6</td>
<td>Identify and evaluate opportunities for housing development and redevelopment on larger parcels (5 acres or more) with single owners that were developed more than 30 years ago.</td>
<td>Planning and Economic Development</td>
<td>New</td>
<td>Operating</td>
<td>HN</td>
</tr>
<tr>
<td></td>
<td>ES-7</td>
<td>Conduct additional historic inventories and surveys to promote the preservation of existing historic neighborhoods and structures. Ensure that new development becomes a contributing element to the identity of these neighborhoods.</td>
<td>Planning</td>
<td>New</td>
<td>TBD</td>
<td>Federal, State, Grants</td>
</tr>
<tr>
<td></td>
<td>ES-8</td>
<td>Evaluate and implement programs to preserve existing and to create new mixed income neighborhoods.</td>
<td>Neighborhood Office and Planning</td>
<td>On-going</td>
<td>Operating</td>
<td>HN, DC</td>
</tr>
</tbody>
</table>

### Legend

- **Q**: Quality
- **O**: Operations
- **I**: Infrastructure
- **W**: Water
- **S**: Solid Waste
- **E**: Energy
- **EA**: Economic Analysis
- **PA**: Project Analysis
- **LC**: Land Use and Community Design
- **SN**: School
- **YS**: Youth
- **GC**: Governmental
- **EA**: Economic Analysis
- **ED**: Economic Development
- **OT**: Other

Legend options:
- LUCD - Land Use and Community Design
- HSN - Housing and Neighborhoods
- TR - Transportation
- CF - Community Facilities
- EN - Environmental Stewardship
- ED - Economic Development
- TBD - To be Determined
- NA - Not Applicable

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www.hampton.gov/community-plan
# Hampton Community Plan

## Strategies Summary Table

<table>
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<th>Community Plan Reference Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>City-Wide</td>
<td>ES-9</td>
<td>Focus transportation improvements in strategic corridors (see Transportation section for details): 1. Waunakee Corridor 2. East-West Corridor (between N. Armistead and NE quadrant of the city) 3. North-South Corridor (Big Bolts Road) 4. North-South Corridor (Magruders/Coleburn/N. Armistead) 5. East-West Corridor (Little Bow River/Fox Hill/Harris Creek) 6. North-South Corridor (Old Brockman/White Rock)</td>
<td>Planning and Public Works</td>
<td>On-going</td>
<td>CIP</td>
</tr>
<tr>
<td></td>
<td>ES-10</td>
<td>Focus transit improvements to serve key corridors and districts (see Transportation section for details): 1. Inter-city Transit Corridors 2. Transit Circulator (Coliseum Center) 3. Intra-city Transit Connections along corridors 4. Ferry System</td>
<td>Planning and Public Works</td>
<td>On-going</td>
<td>CIP</td>
</tr>
<tr>
<td></td>
<td>ES-11</td>
<td>Implement a program to coordinate an efficient multimodal transportation service and encourage usage of alternative means of transportation such as public transit, ferry, bicycling and pedestrian and improve transportation safety among youth</td>
<td>Planning and Public Works</td>
<td>On-going</td>
<td>CIP</td>
</tr>
<tr>
<td></td>
<td>ES-12</td>
<td>Develop a sidewalk construction program for the city. Incorporate sidewalks into design plans for all transportation improvements when feasible. Focus on areas with high concentrations of jobs and housing and around educational and other public facilities and where there are pedestrian safety hazards. Require sidewalks where appropriate in all new developments. Encourage curb cut consolidation to minimize pedestrian and automobile conflicts. Encourage the use of private alleys or drives to access parking and loading areas.</td>
<td>Planning and Public Works</td>
<td>On-going</td>
<td>CIP</td>
</tr>
<tr>
<td></td>
<td>ES-13</td>
<td>Expand existing computerized traffic management systems (signal controls) to improve traffic flow as part of all future roadway improvements.</td>
<td>Public Works</td>
<td>On-going</td>
<td>CIP</td>
</tr>
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</table>

**Legend**
- City - Short-term to Five Years
- State - Continuing Beyond Five Years
- HH - Health and Human Services
- HC - Healthy Communities
- HCN - Healthy Childhood
- HCHC - Healthy Children's Community
- HHCL - Healthy Child Life Cycle
- HHCS - Healthy Child Services
- YH - Youth
- TR - To Be Determined
- NA - Not Applicable

**Sections**
- LUCD - Land Use and Community Design
- HCN - Healthy Neighborhoods
- HCN - Healthy Child Life Cycle
- HCHC - Healthy Children's Community
- HHCL - Healthy Child Services
- HHCS - Healthy Child Services
- YH - Youth
- TR - To Be Determined
- NA - Not Applicable

Executive Summary • City Council Adopted - February 8, 2006
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<tr>
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<th>No.</th>
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<th>Community Plan Reference</th>
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<td>Lead Dept. or Agency</td>
<td>Type</td>
<td>CIP or Operating Budget</td>
</tr>
<tr>
<td>City-Wide</td>
<td>ES-14</td>
<td>Move forward with the preparation and implementation of a master plan or plans for non-school related City facilities. Develop a process to ensure coordination between the Facilities Master Plan and the Community Plan.</td>
<td>Public Works</td>
<td>Ongoing</td>
<td>CIP</td>
</tr>
<tr>
<td></td>
<td>ES-15</td>
<td>Develop and annually update an inventory (map, list, and description) of planned transportation facility and service improvements in the city.</td>
<td>Planning</td>
<td>Ongoing</td>
<td>Operating</td>
</tr>
<tr>
<td></td>
<td>ES-16</td>
<td>Evaluate the need for a new (or improved) traffic impact analysis process for certain development proposals (generating 100 trips or more during AM or PM peak hours).</td>
<td>Public Works and Planning</td>
<td>Short</td>
<td>Operating</td>
</tr>
<tr>
<td></td>
<td>ES-17</td>
<td>Design and construct a Teen Center.</td>
<td>Planning and Coalition for Youth</td>
<td>Short</td>
<td>CIP</td>
</tr>
<tr>
<td></td>
<td>ES-18</td>
<td>Prioritize Brownfield and Greyfield sites for redevelopment and execute necessary studies to ascertain presence of hazardous substances. Pursue State and Federal grants to assist in verifying potential sites and their clean up.</td>
<td>Public Works</td>
<td>Ongoing</td>
<td>Both</td>
</tr>
<tr>
<td></td>
<td>ES-19</td>
<td>Adopt a waste reduction program that addresses cost reduction of City operations by reducing waste in all departments through the use of environmentally-preferred products and services; reduction in the amount of hazardous wastes generated; and efficient use of energy, water, and other resources.</td>
<td>Public Works</td>
<td>Short</td>
<td>Both</td>
</tr>
<tr>
<td></td>
<td>ES-20</td>
<td>Prepare and adopt a tree preservation ordinance that protects existing trees, provides a plan for planting new trees, and includes a maintenance program.</td>
<td>Planning, Parks and Recreation</td>
<td>Ongoing</td>
<td>TBD</td>
</tr>
<tr>
<td></td>
<td>ES-21</td>
<td>Maintain an up-to-date beach management plan and continue to support beach nourishment.</td>
<td>Public Works</td>
<td>Ongoing</td>
<td>CIP</td>
</tr>
<tr>
<td></td>
<td>ES-22</td>
<td>Hampton City Schools will develop and implement an effective process to provide timely and reliable information to assess management and performance.</td>
<td>HCS</td>
<td>Short</td>
<td>Operating</td>
</tr>
<tr>
<td></td>
<td>ES-23</td>
<td>Develop and implement a plan to increase the accessibility and public enjoyment of Grandview Nature Preserve and Groundland Creek Park.</td>
<td>Parks and Recreation</td>
<td>Short</td>
<td>TBD</td>
</tr>
</tbody>
</table>

Legend:
- Goals: H - Healthy Communities  
- Sections: LUCD - Land Use and Community Design  
- HN - Housing and Neighborhoods  
- HS - Healthy Schools  
- HD - Healthy Downtown  
- CC - Creative Communities  
- DD - Downtown Delight  
- SS - Stormwater  
- T - Parks  
- Timeframe: 1 = Short - Up to Five Years  
- Ongoing - Continuing Beyond Five Years  
- TBD - To be Determined  
- NA - Not Applicable
## Community Plan Summary Table

<table>
<thead>
<tr>
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<th>No.</th>
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<th>Suggested Financing Sources</th>
<th>Community Plan Reference</th>
<th>Goal</th>
<th>Section</th>
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<td></td>
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<td>Lead Dept. or Agency</td>
<td>Type</td>
<td>CIP or Operating Budget</td>
<td>Other Financing</td>
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<tr>
<td>City-Wide</td>
<td>ES-24</td>
<td>Evaluate and modify codes, ordinances, and policies that foster green building and green development. Adopt an integrated, conservation-based green building program that promotes resource-efficient building and sustainable site design practices throughout the city.</td>
<td>Planning, Public Works</td>
<td>Ongoing</td>
<td>Both</td>
<td>Federal, State Grants</td>
<td>HH, HB, CD</td>
</tr>
<tr>
<td></td>
<td>ES-25</td>
<td>Support actions recommended on HSC Strategic Plan to manage and maximize fiscal and physical resources effectively and efficiently.</td>
<td>Hampton City Schools</td>
<td>Ongoing</td>
<td>CIP</td>
<td>Federal, State</td>
<td>SS, CY, Y</td>
</tr>
<tr>
<td></td>
<td>ES-26</td>
<td>Develop and implement a long range capital improvement plan process for Public Schools.</td>
<td>HCS</td>
<td>Short</td>
<td>Operating</td>
<td>State, City General Funds, Bonds</td>
<td>SS</td>
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<tr>
<td></td>
<td>ES-27</td>
<td>Develop and implement a comprehensive five-year facility maintenance plan for Hampton City Schools.</td>
<td>HCS</td>
<td>Short</td>
<td>Operating</td>
<td>State, City General Funds, Bonds</td>
<td>SS</td>
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<tr>
<td></td>
<td>ES-28</td>
<td>Provide student transportation services that are safe, orderly and timely.</td>
<td>HCS</td>
<td>Ongoing</td>
<td>Operating</td>
<td>State, City General Funds</td>
<td>SS</td>
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<tr>
<td></td>
<td>ES-29</td>
<td>Develop a comprehensive program to provide an efficient school meal program.</td>
<td>HCS</td>
<td>Ongoing</td>
<td>Operating</td>
<td>State, City General Funds</td>
<td>SS</td>
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<tr>
<td>Strategic Areas</td>
<td>ES-30</td>
<td>Prepare and implement master plans for strategic investment areas of the City. The following strategic investment areas have been identified: Downtown, Oceanaire Central, Phoebus, Buckner, Kecoughtan Road Corridor, Phoebus, and N. King Street Corridor</td>
<td>Planning</td>
<td>Ongoing</td>
<td>Both</td>
<td>Private</td>
<td>HB, MN</td>
</tr>
<tr>
<td></td>
<td>ES-31</td>
<td>Develop an approach to target community resources in key city neighborhoods. Prepare and begin implementation of neighborhood master plans, conservation plans, redevelopment plans and other pilot programs in key neighborhoods.</td>
<td>Neighborhood Office</td>
<td>Ongoing</td>
<td>Both</td>
<td>Private, Federal</td>
<td>HB, HH</td>
</tr>
<tr>
<td></td>
<td>ES-32</td>
<td>Evaluate the need for a strategic area master plan in connection with the proposed closure of Fort Monroe.</td>
<td>City Manager</td>
<td>New</td>
<td>TBD</td>
<td>TBD</td>
<td>HB, HH</td>
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<tr>
<td></td>
<td>ES-33</td>
<td>Implement road and transit improvements in the strategic investment areas. (See the Transportation section of the Community Plan for a description of recommended improvements.)</td>
<td>Public Works and Planning</td>
<td>Ongoing</td>
<td>Both</td>
<td>Private, Federal, State</td>
<td>HB, NN, CY, Y</td>
</tr>
</tbody>
</table>

### Legend
- **Type**: Administrative, Development, Design, Education, Health, Housing, Industry, Recreation, Transportation
- **Timing**: Short - Up to Five Years, Medium - Six to Nine Years, Long - Ten Years
- **Sections**: LUCD - Land Use and Community Design, HH - Housing and Neighborhoods, TH - Transportation, CP - Community Partnerships, EN - Environmental Stewardship, ED - Economic Development
- **TBD**: To be Determined
- **N/A**: Not Applicable
<table>
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<tr>
<td><strong>Strategic Areas</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>ES-34</td>
<td></td>
<td>Focus higher value housing initiatives in the strategic investment areas and on waterfront properties.</td>
<td>Economic Development</td>
<td>On-going</td>
<td>Both</td>
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<tr>
<td>ES-35</td>
<td></td>
<td>Coordinate the CPI and master planning processes to identify opportunities to coordinate investments in community facilities with implementation of the City’s strategic investment area plans.</td>
<td>City Manager</td>
<td>On-going</td>
<td>Both</td>
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<tr>
<td>ES-36</td>
<td></td>
<td>Increase inventory of convention-quality hotels.</td>
<td>Convention &amp; Visitors Bureau</td>
<td>On-going</td>
<td>Both</td>
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<tr>
<td>ES-37</td>
<td></td>
<td>Identify potential retail and office development opportunities as part of the master planning process.</td>
<td>Economic Development</td>
<td>On-going</td>
<td>Both</td>
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<tr>
<td>ES-38</td>
<td></td>
<td>Leverage investments in retail projects and support the attraction of neighborhood, traditional, and destination retailers.</td>
<td>Economic Development</td>
<td>On-going</td>
<td>Both</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1. Provide incentives and programs that encourage private investment in shopping centers and neighborhood commercial corridors.</td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td></td>
<td>2. Develop pedestrian-friendly environments in retail districts and along neighborhood commercial corridors.</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>ES-39</td>
<td></td>
<td>Improve demographics by developing a larger selection of higher value housing for families and young professionals including mid-to high-rise waterfront housing.</td>
<td>Economic Development</td>
<td>On-going</td>
<td>Both</td>
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<tr>
<td>ES-40</td>
<td></td>
<td>Develop new attractions to complement the Virginia Air and Space Center.</td>
<td>Convention &amp; Visitors Bureau</td>
<td>On-going</td>
<td>Both</td>
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<tr>
<td>ES-41</td>
<td></td>
<td>Implement bikeway and walkway improvements in the strategic investment areas. Sidewalks and walking trails provide safe and attractive opportunities to encourage pedestrian activity in residential and mixed-use areas. These improvements strengthen connections between district cores and surrounding neighborhoods. Street improvements should include expanded shoulders to accommodate bike lanes. Implement the Safe Routes to Schools Program (SR2S) in the City of Hampton school districts to encourage walking and bicycling to school. Give priority to schools in the strategic investment areas.</td>
<td>Planning and Public Works</td>
<td>New</td>
<td>Both</td>
</tr>
</tbody>
</table>

**Legend**
- HB: Healthy Neighborhoods
- HR: Healthy Retail
- CV: Healthy Growth and Development of Children and Youth
- EC: Healthy Economy
- CD: Customer Delight
- SE: Strong Education
- Y: Youth
- TR: To be Determined
- Ongoing: Continuing Beyond Five Years
- Ongoing - Continuing Beyond Five Years
- New: New Strategy, Spring 2018

Sections:
- LUCD: Land Use and Community Design
- HSN: Housing and Neighborhoods
- TR: Transportation
- CF: Community Facilities
- EN: Environment Performance
- ED: Economic Development
- NA: Not Applicable
# Hampton Community Plan

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<table>
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<th>No.</th>
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<td>Lead Dept. or Agency</td>
<td>Type</td>
<td>CIP or Operating Budget</td>
</tr>
<tr>
<td>Strategic Areas</td>
<td>ES-42</td>
<td>Increase the diversity and quality of the inventory of restaurants in the city.</td>
<td>Economic Development</td>
<td>Operating</td>
<td>Private</td>
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<tr>
<td></td>
<td>ES-43</td>
<td>Expand the bikeway system to improve connections to activity and employment centers within the city. Include expanded shoulders to accommodate bike lanes in new roadway improvements.</td>
<td>Planning and Public Works</td>
<td>New</td>
<td>CIP</td>
</tr>
<tr>
<td>Community Partnerships and Engagement</td>
<td>PE-1</td>
<td>Advocate for a shared regional vision. Advocacy should occur at all levels of the community not just at the highest levels of local government.</td>
<td>City Manager</td>
<td>Operating</td>
<td>Federal, State, Grants</td>
</tr>
<tr>
<td>Regional</td>
<td>PE-2</td>
<td>Work with the appropriate regional entities to develop meaningful regional benchmarks and indicators that measure the region’s progress.</td>
<td>City Manager</td>
<td>Operating</td>
<td>Federal, State, Grants</td>
</tr>
<tr>
<td></td>
<td>PE-3</td>
<td>Advocate for critical city issues at the Federal, regional, and State level. Key areas include:</td>
<td>City Manager</td>
<td>Operating</td>
<td>Federal, State, Grants</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1. Regional and Local Governance</td>
<td></td>
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<td></td>
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<td>2. Urban Reinvestment</td>
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<td>3. Transportation</td>
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<td>4. Economic Development</td>
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<td></td>
<td></td>
<td>5. Affordable Housing</td>
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<td>6. Smart Growth</td>
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<td></td>
<td>7. Environmental Planning</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>PE-4</td>
<td>Develop an organizational structure which ensures organizational accountability for achieving the regional goals and strategies.</td>
<td>City Manager</td>
<td>Operating</td>
<td>Federal, State, Grants</td>
</tr>
<tr>
<td></td>
<td>PE-5</td>
<td>Develop and implement a broad-based education and public awareness program centered on the relevancy and importance of regional issues to the well being of Hampton.</td>
<td>Public Communication</td>
<td>Operating</td>
<td>Federal, State, Grants</td>
</tr>
<tr>
<td></td>
<td>PE-6</td>
<td>Support an expanded bikeway system plan to connect to other bike facilities in neighboring jurisdictions.</td>
<td>Planning</td>
<td>Operating</td>
<td>Federal, State, Grants</td>
</tr>
</tbody>
</table>

**Legend**

- **HB**: Healthy Business Climate
- **HR**: Healthy Neighborhoods
- **HM**: Healthy Megas
- **HC**: Healthy Children
- **CD**: Community Development
- **CO**: Community Outreach
- **TR**: Transportation
- **ED**: Economic Development

**Timing**

- Short – Up to Five Years
- Ongoing – Continuing Beyond Five Years

**Notes**

- **LUCD**: Local Use and Community Design
- **HSM**: Housing and Neighborhoods
- **CP**: Community Facilities
- **ED**: Economic Development
- **TBD**: To be Determined
- **NA**: Not Applicable
<table>
<thead>
<tr>
<th>Community Plan Theme</th>
<th>No.</th>
<th>Strategy</th>
<th>General Information</th>
<th>Suggested Financing Sources</th>
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</tr>
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<tbody>
<tr>
<td><strong>Regional</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>PE-7</td>
<td></td>
<td>Work with the Metropolitan Planning Organization (MPO) and the Hampton Roads Planning District Commission (HRPDC) to develop and implement solutions to reduce traffic congestion on I-64 and the Hampton Roads Bridge Tunnel.</td>
<td>Planning, Public Works</td>
<td>Short</td>
<td>Operating</td>
</tr>
<tr>
<td>PE-8</td>
<td></td>
<td>Develop and implement an internal planning process to coordinate staff input to the HRPDC, MPO, and other transportation boards &amp; commissions (including planning for transit, airport facilities, and other modes).</td>
<td>Planning</td>
<td>Short</td>
<td>Operating</td>
</tr>
<tr>
<td>PE-9</td>
<td></td>
<td>Explore opportunities to connect local and regional tourism initiatives with the city's natural features and open spaces. Determine the potential for promoting “eco-tourism” as a regional tourist attraction.</td>
<td>Planning, Convention &amp; Visitor Bureau</td>
<td>Ongoing</td>
<td>Operating</td>
</tr>
<tr>
<td>PE-10</td>
<td></td>
<td>Participate in regional long-range planning efforts to site a new regional landfill.</td>
<td>Public Works</td>
<td>Ongoing</td>
<td>Operating</td>
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<tr>
<td>PE-11</td>
<td></td>
<td>Work with city residents and the appropriate State and Federal agencies to expand public access to Chesapeake Bay beaches and other area waterways.</td>
<td>Parks and Recreation, Planning</td>
<td>Ongoing</td>
<td>Operating</td>
</tr>
<tr>
<td><strong>Institutional and Community</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>PE-12</td>
<td></td>
<td>Explore opportunities to develop formalized on-going partnerships and cooperation agreements with key institutions within the city such as Hampton University, Thomas Nelson Community College, NASA, Langley AFB, and Fort Monroe.</td>
<td>City Manager, Planning</td>
<td>Ongoing</td>
<td>Operating</td>
</tr>
<tr>
<td>PE-13</td>
<td></td>
<td>Continue to encourage strong community involvement to develop and update master plans for strategic investment areas of the city.</td>
<td>Planning, Neighborhood Office</td>
<td>Ongoing</td>
<td>Operating</td>
</tr>
<tr>
<td>PE-14</td>
<td></td>
<td>Continue to work closely with Langley Air Force Base to study the impacts of the F-22 Raptors on the city and to maximize the compatibility between aircraft operation and the surrounding community.</td>
<td>Planning</td>
<td>Ongoing</td>
<td>Operating</td>
</tr>
<tr>
<td>PE-15</td>
<td></td>
<td>Work with public agencies and private organizations to identify and gain control of ecologically sensitive land areas within the City.</td>
<td>Planning, Parks and Recreation</td>
<td>Ongoing</td>
<td>Operating</td>
</tr>
</tbody>
</table>

**Legend**
- **Grade:** HB – Healthy Behavior, Health, HR – Healthy Housing, HP – Healthy Place, CY – Healthy Growth and Development of Children and Youth, DC – Healthy Development Community, DD – Customer Delight, SS – Strong Economy, Y – Youth.
- **Time:** Short – Up to Five Years, Ongoing – Continuing Beyond Five Years, New – New Strategy, Coming TBD
### Community Plan Strategies Summary Table

<table>
<thead>
<tr>
<th>Community Plan Theme</th>
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<th>Suggested Financing Sources</th>
<th>Community Plan Goal</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>Institutional and Community</td>
<td>PE-18</td>
<td>Promote neighborhood to neighborhood partnerships, positive interactions between the City and neighborhoods, school, family, and community partnerships, and partnerships with faith-based organizations.</td>
<td>Neighborhood Office</td>
<td>Operating</td>
<td>Grants</td>
<td>HN, CY, Y, CD</td>
</tr>
<tr>
<td>Institutional and Community</td>
<td>PE-17</td>
<td>Create coalitions of large industries to develop a program to promote and encourage vertical integration, business-to-business interaction, and partnerships in Hampton.</td>
<td>Economic Development</td>
<td>Operating</td>
<td>Grants</td>
<td>HB</td>
</tr>
<tr>
<td>Institutional and Community</td>
<td>PE-18</td>
<td>Support the creation of community development authorities, business improvement districts, tax increment financing, and other similar techniques to facilitate implementation of the Community Plan.</td>
<td>Economic Development</td>
<td>Operating</td>
<td>Grants</td>
<td>HB, HN</td>
</tr>
<tr>
<td>Institutional and Community</td>
<td>PE-19</td>
<td>Support students, teachers, and other school staff in their efforts to promote multicultural school events.</td>
<td>Schools, Unity Commission, Youth Coalition</td>
<td>Operating</td>
<td>Grants</td>
<td>SS, DC, Y</td>
</tr>
<tr>
<td>Institutional and Community</td>
<td>PE-20</td>
<td>Recognize businesses, organizations, schools, and individuals that exemplify diversity awareness, appreciation, and celebration.</td>
<td>Citizens Unity Commission</td>
<td>Operating</td>
<td>Grants</td>
<td>DC</td>
</tr>
<tr>
<td>Internal City</td>
<td>PE-21</td>
<td>Support Hampton City Schools in establishing a cultural diversity initiative.</td>
<td>Schools, Unity Commission</td>
<td>Operating</td>
<td>Grants</td>
<td>DC, SS</td>
</tr>
<tr>
<td>Internal City</td>
<td>PE-22</td>
<td>Develop a process to ensure ongoing coordination between the City and Hampton Public School administrations on community facilities planning.</td>
<td>City Manager, Schools</td>
<td>Operating</td>
<td>Both</td>
<td>General Funds</td>
</tr>
<tr>
<td>Internal City</td>
<td>PE-23</td>
<td>Continue to implement the Land Development Services Initiative and other approaches to improve City policies and procedures for evaluating land development proposals.</td>
<td>Codes Compliance</td>
<td>Operating</td>
<td>General Funds</td>
<td>CD, LUCD</td>
</tr>
<tr>
<td>Internal City</td>
<td>PE-24</td>
<td>Coordinate interdepartmental implementation efforts of master plans in strategic investment areas.</td>
<td>City Manager, Planning</td>
<td>Operating</td>
<td>HB, HN</td>
<td>LUCD, ED</td>
</tr>
<tr>
<td>Internal City</td>
<td>PE-25</td>
<td>Work with the Planning Commission and City Council to revise the process for coordinating the annual preparation of the City's CIP with the Community Plan and other adopted plans and policies. Periodically update key economic and demographic trends as an input to the CIP process.</td>
<td>Planning, Budget &amp; Management Analysis</td>
<td>New</td>
<td>Both</td>
<td>General Funds</td>
</tr>
</tbody>
</table>
### Community Plan Strategies Summary Table

<table>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Lead Dept, or Agency</td>
<td>Type</td>
<td>CIP or Operating Budget</td>
<td>Other Financing</td>
<td>Goal</td>
</tr>
<tr>
<td>Internal City</td>
<td>PE-26</td>
<td>Develop and implement a site selection process for community facilities. Form ad hoc site selection committees that would include the agency sponsor for the facility and staff from the Public Works and Planning Departments.</td>
<td>Planning</td>
<td>New</td>
<td>Operating</td>
<td>General Funds</td>
<td>CD</td>
</tr>
<tr>
<td></td>
<td>PE-27</td>
<td>Develop and implement an asset management plan to identify surplus City buildings and properties and to make recommendations for their reuse.</td>
<td>Economic Development</td>
<td>On-going</td>
<td>Both</td>
<td>General Funds</td>
<td>HL, HB</td>
</tr>
<tr>
<td></td>
<td>PE-28</td>
<td>Institute an energy policy that provides the foundation for setting performance goals and integrating energy management into the City’s culture and operations.</td>
<td>Public Works, Planning</td>
<td>New</td>
<td>Operating</td>
<td>Grants</td>
<td>CD</td>
</tr>
<tr>
<td></td>
<td>PE-29</td>
<td>Establish a work group within the City administration consisting of various offices that work in environmental protection and communication to meet and share information to facilitate smoother operations in regard to the environment within the City government.</td>
<td>Public Works, Planning</td>
<td>New</td>
<td>Operating</td>
<td>General Funds</td>
<td>CD</td>
</tr>
<tr>
<td></td>
<td>PE-30</td>
<td>Create a system of community partnerships and volunteer opportunities within Hampton City Schools that will increase sense of ownership among citizens, parents, and students.</td>
<td>IRC5</td>
<td></td>
<td>On-going</td>
<td>Both</td>
<td>Grants</td>
</tr>
<tr>
<td></td>
<td>PE-31</td>
<td>Continue to promote a strong working relationship between Hampton City Schools and City Council to ensure timely and adequate allocation of resources. Ensure that budgets are consistent with that of the Hampton City Schools, and Hampton’s Community Plan, goals, objectives, and policies.</td>
<td>IRC5</td>
<td></td>
<td>On-going</td>
<td>Both</td>
<td>General Funds</td>
</tr>
<tr>
<td></td>
<td>PE-32</td>
<td>Youth Adult Partnerships: Expand the system of opportunities for meaningful youth engagement in neighborhood, school, local government, and community decision-making and service.</td>
<td>Coalition for Youth</td>
<td>New</td>
<td></td>
<td>TBD</td>
<td>Grants</td>
</tr>
<tr>
<td></td>
<td>PE-33</td>
<td>Preschool Partners: Expand the preschool partnership to coordinate and support all City approaches to the early childhood population, including emphasis on strengthening partnerships, leveraging resources, evaluation, sharing best practices, and centralizing volunteer recruitment.</td>
<td>Healthy Families Partnership; Human Services</td>
<td>New</td>
<td></td>
<td>TBD</td>
<td>Grants</td>
</tr>
</tbody>
</table>

**Legend:**
- IRC5 - Hampton City Schools
- IRC - Hampton City Council
- TBD - To be determined
- CY - Community Facilities
- EN - Environmental Stewardship
- ED - Economic Development
- CD - Community Development
- ND - New Strategy
- FY - Five Years
- UU - Unknown Future

- Sections:
  - LUCD = Land Use and Community Design
  - HUM = Housing and Neighborhoods
  - TR = Transportation
  - SO = Social Services
  - SS = Service Systems
  - NA = Not Applicable

- Timing:
  - FY = Five Years
  - UU = Unknown Future
  - ND = New Strategy
# HAMPTON COMMUNITY PLAN

## Strategies

### Community Plan Summary Table

<table>
<thead>
<tr>
<th>Community Plan Theme</th>
<th>No.</th>
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<th>Suggested Financing Sources</th>
<th>Community Plan Reference</th>
<th>Goal</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal City</td>
<td>PE-34</td>
<td>Healthy Children and Youth: Expand programs and partnerships designed to insure the healthy physical development of all children pre-natal through early adulthood.</td>
<td>Healthy Families Partnership, Coalition for Youth</td>
<td>Newjersey</td>
<td>TBD</td>
<td>Grants</td>
<td>CY, V, SS</td>
</tr>
<tr>
<td></td>
<td>PM-1</td>
<td>Develop and implement community design and property maintenance policies that promote “curb appeal” at the district, neighborhood, and corridor planning levels. 1. Develop and implement design guidelines for public buildings and infrastructure. 2. Expand and update landscaping requirements. 3. Prioritize key city gateways and corridors for landscape enhancement improvement projects.</td>
<td>Planning, Codes, Compliance, Public Works, Neighborhood Office</td>
<td>Ongoing</td>
<td>Both</td>
<td>General</td>
<td>HB, HN</td>
</tr>
<tr>
<td></td>
<td>PM-2</td>
<td>Improve information access to businesses about the city’s assets through effective marketing campaigns, business networks, and state of the art websites.</td>
<td>Public Works, Planning</td>
<td>Ongoing</td>
<td>Both</td>
<td>General</td>
<td>HB, CD</td>
</tr>
<tr>
<td></td>
<td>PM-3</td>
<td>Promote a “green” City government; implement best practices that save money and improve the health of residents and the environment.</td>
<td>Public Works, Planning</td>
<td>Ongoing</td>
<td>Both</td>
<td>General</td>
<td>HB, CD, HN</td>
</tr>
<tr>
<td></td>
<td>PM-4</td>
<td>Develop and expand marketing strategies that are targeted to potential new residents, businesses, and visitors.</td>
<td>Public Communication</td>
<td>Ongoing</td>
<td>Operating</td>
<td>General</td>
<td>CD</td>
</tr>
<tr>
<td></td>
<td>PM-5</td>
<td>Work closely with neighborhood organizations to develop more effective marketing and communications campaigns.</td>
<td>Neighborhood Office, Public Communication</td>
<td>Ongoing</td>
<td>Operating</td>
<td>General</td>
<td>CD, HN</td>
</tr>
<tr>
<td></td>
<td>PM-6</td>
<td>Promote Hampton’s human diversity as an asset for attracting businesses, residents, and visitors.</td>
<td>Unity Commission, Public Communication</td>
<td>Ongoing</td>
<td>Operating</td>
<td>General</td>
<td>DC</td>
</tr>
<tr>
<td></td>
<td>PM-7</td>
<td>School facilities will be maintained to promote safety, functionality, and enhance community appearance and perception.</td>
<td>HC3</td>
<td>Ongoing</td>
<td>Both</td>
<td>Federal, State, BS</td>
<td>HB</td>
</tr>
</tbody>
</table>

### Legend

- **Healthy Neighborhoods**
- **Healthy Youth**
- **Healthy Growth and Development of Children and Youth**
- **Healthy Green Community**
- **Healthy Social Community**
- **Healthy Economic Community**
- **Healthy Transportation**
- **Healthy Education**
- **Healthy Government**
- **Healthy Environment**
- **Healthy Economy**

### Timing

- **Short-Term** (One to Three Years)
- **Medium-Term** (Four to Five Years)
- **Long-Term** (Five Years and Beyond)
- **To Be Determined** (TBD)
- **Not Applicable** (N/A)

---

Executive Summary • City Council Adopted - February 8, 2006
## Community Plan Summary Table

<table>
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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>PM-8</strong></td>
<td></td>
<td>Increase awareness of the existing opportunities and resources for youth, including opportunities to: 1. Strengthen relationships with the community, 2. Share leadership, 3. Acquire and develop essential life skills, 4. Be prepared for a career, 5. Go from one place to another, 6. Attend youth friendly places, programs, and events.</td>
<td>Coalition for Youth, Public Communications</td>
<td>On-going</td>
<td>TBD</td>
<td>Grants</td>
<td>Y, CY, SS, HB</td>
</tr>
</tbody>
</table>

**Preparation Citizens for Future Success**

| PC-1 | Implement a comprehensive system of opportunities, programs, and activities that promote career exposure and the development of essential life skills. | Schools, Coalition for Youth | On-going | Federal, State, Grants | Y, CY, HB | ED |
| PC-2 | Support Hampton City Schools' efforts to: a. Ensure that all schools meet or exceed all State and national accountability benchmarks, b. Increase the number of students that read on grade level by the beginning of grade 3, c. Ensure that scores of Hampton City School students in pro-collegiate standardized tests meet or exceed the national averages and near to half of the students graduate with an advanced diploma, d. Increase graduation rates and offer transition opportunities having coursework needed to fulfill a focused life plan, e. Increase the number of Advanced Placement, Dual Enrollment courses, and Honors courses, f. Increase the participation of minority students in the gifted program, g. Expand the City's preschool program. | HCS | On-going | Both | Federal, State | SS, HB | CF, ED |

**Legend**

- **Goals:** HB = Healthy Business Climate, HD = Healthy Neighborhoods, HC = Healthy Housing, CV = Healthy and Well Developed Communities and Youth, DC = Healthy Dining Community, SS = Silver Scour, Y = Yes
- **Timing:** Short: Up to Five Years, Medium: Continuing Beyond Five Years, New: New Strategy, Spring 2002
- **Sections:** LUCD = Lead Use and Community Design, HD = Housing and Neighborhoods, CV = Community & Well-Being, CY = Community & Well-Being, EN = Economic Development
- **TBD:** To be Determined
- **NA:** Not Applicable
# Hampton Community Plan

## Strategies Summary Table

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<td>Lead Dept. or Agency</td>
<td>Type</td>
<td>CIP or Operating Budget</td>
</tr>
<tr>
<td>PC-3</td>
<td></td>
<td>Support efforts by Hampton City Schools to attract and retain highly qualified teaching and administrative staff. Develop strategies to encourage teachers to obtain National Board Certification, pursue advanced degrees, increase the retention of teachers, and the percent of new teachers that return the following school year. Additionally the employees in non-teaching positions are also encouraged to pursue advanced degrees or industry certifications. Promote professional development opportunities, a positive working environment, and create an effective system to identify and develop future leaders.</td>
<td>HCS</td>
<td>Ongoing</td>
<td>Both</td>
</tr>
<tr>
<td>PC-4</td>
<td></td>
<td>Target recreational and entertainment opportunities to a diverse population.</td>
<td>Parks and Recreation</td>
<td>Ongoing</td>
<td></td>
</tr>
<tr>
<td>PC-5</td>
<td></td>
<td>Develop a holistic approach to ensure that Hampton City Schools provide a safe and nurturing environment in which teachers, parents and students express satisfaction with the safety of our schools and all students report that their school provides a caring environment.</td>
<td>HCS</td>
<td>Ongoing</td>
<td>Both</td>
</tr>
<tr>
<td>PC-6</td>
<td></td>
<td>Promote civic pride through community recognition and award programs, publication of community achievements, and enhancement of public gathering places.</td>
<td>Coalition for Youth, Neighborhood Office, Public Communications</td>
<td>Ongoing</td>
<td></td>
</tr>
<tr>
<td>PC-7</td>
<td></td>
<td>Continue to develop and support the City’s “Diversity College.”</td>
<td>Unity Commission</td>
<td>Ongoing</td>
<td></td>
</tr>
<tr>
<td>PC-8</td>
<td></td>
<td>Promote and support increased inter-generational interaction within the community. Create and enhance programs and events that encourage communication and interaction between youth and adults.</td>
<td>Citizens Unity Commission, Coalition for Youth</td>
<td>New</td>
<td>Operating</td>
</tr>
<tr>
<td>PC-9</td>
<td></td>
<td>Provide cultural diversity education for employers, educational leaders, and providers of city services, including public safety and criminal justice.</td>
<td>Citizens Unity Commission</td>
<td>Ongoing</td>
<td>Operating</td>
</tr>
<tr>
<td>PC-10</td>
<td></td>
<td>Build developmental assets within school, neighborhood, and community settings.</td>
<td>Coalition for Youth</td>
<td>Ongoing</td>
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</table>

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<thead>
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<tr>
<td>Goals: HB - Healthy Business Climate</td>
<td>Sections: LUCD = Land Use and Community Design</td>
</tr>
<tr>
<td>HR - Healthy Region</td>
<td>HPA = Planning and Neighborhoods</td>
</tr>
<tr>
<td>DC - Healthy Doctors/Community</td>
<td>TF = Transportation</td>
</tr>
<tr>
<td>SS - School</td>
<td>CP = Community Facilities</td>
</tr>
<tr>
<td>CY - Play</td>
<td>Eh = Environmental Stewardship</td>
</tr>
<tr>
<td>Timing</td>
<td>ED = Economic Development</td>
</tr>
<tr>
<td>Short - Up to Five Years</td>
<td>TBD - To be Determined</td>
</tr>
<tr>
<td>Ongoing - Ongoing Beyond Five Years</td>
<td>NA - Not Applicable</td>
</tr>
<tr>
<td>New</td>
<td>New Strategy, timing TBD</td>
</tr>
</tbody>
</table>
## Community Plan Strategies Summary Table

<table>
<thead>
<tr>
<th>Community Plan Theme</th>
<th>Strategy</th>
<th>General Information</th>
<th>Suggested Financing Sources</th>
<th>Lead Dept. or Agency</th>
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<th>Other Financing</th>
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<tbody>
<tr>
<td></td>
<td>PC-11</td>
<td>Parent Awareness: Create an information system as well as expanded communication strategies for parents to include web-based resources, print and insert materials, and events.</td>
<td>Healthy Families Partnership, Coalition for Youth</td>
<td>New</td>
<td>TBD</td>
<td>Grants</td>
<td>CY, Y, SS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PC-12</td>
<td>Parenting Capacity: Expand existing parent education programs and ensure a parenting educational system with a focus on expecting and new parents, parents new to the area, and parents of children and youth in transition. Increase the number of family-centered activities and expand the number of Parent Involvement Facilitators in Hampton City Schools.</td>
<td>Healthy Families Partnership, Coalition for Youth</td>
<td>New</td>
<td>TBD</td>
<td>Grants</td>
<td>CY, Y, SS</td>
<td></td>
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<tr>
<td></td>
<td>PC-13</td>
<td>Early Childhood Reading and Literacy Skills: Insure the development of high quality literacy development and reading programs for young children by expanding existing partnerships, and linking early childhood curriculum and resources to create excellence in early childhood educational programs.</td>
<td>Healthy Families Partnerships, HCS, Coalition for Youth</td>
<td>New</td>
<td>TBD</td>
<td>Grants</td>
<td>CY, Y, SS</td>
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<tr>
<td></td>
<td>PC-14</td>
<td>Teen Center: Ensure the successful opening and ongoing operation of the Hampton Teen Center and incorporate expanded out-of-school time opportunities for high school-aged youth.</td>
<td>Coalition for Youth, Parks and Recreation</td>
<td>New</td>
<td>TBD</td>
<td>Grants</td>
<td>CY, Y, SS, CF</td>
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<td></td>
<td>PC-15</td>
<td>Access to Quality Childcare: Expand and increase the availability and accessibility of comprehensive, high quality, early childhood care and educational programs. All programs should include superior early childhood educational experiences, developmentally appropriate curriculum, and affordable childcare options.</td>
<td>Healthy Families Partnership.</td>
<td>New</td>
<td>TBD</td>
<td>Grants</td>
<td>CY, Y, SS</td>
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<tr>
<td></td>
<td>PC-16</td>
<td>Out-of-school time Opportunities: Expand the quality and number of out-of-school time activities (to include after-session and high school) focused on arts, service learning, literacy, healthy lifestyles, civic engagement, life skills, career exploration and development, as well as wrap-around services. Expand the rate of after-school slots at one site per year.</td>
<td>Parks and Recreations, Coalition for Youth</td>
<td>New</td>
<td>TBD</td>
<td>Grants</td>
<td>CY, Y, SS, CF</td>
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**Legend**

- **Goal: HOSP** - Healthy Oceans, Parks, and Open Space
- **Health: HOSP** - Healthy Oceans, Parks, and Open Space
- **Food: HOSP** - Healthy Oceans, Parks, and Open Space
- **Housing, Neighborhoods: HOSP** - Healthy Oceans, Parks, and Open Space
- **Children and Youth: HOSP** - Healthy Oceans, Parks, and Open Space
- **Community Health: HOSP** - Healthy Oceans, Parks, and Open Space
- **Economic Development: HOSP** - Healthy Oceans, Parks, and Open Space
- **Environment: HOSP** - Healthy Oceans, Parks, and Open Space
- **Sustainability: HOSP** - Healthy Oceans, Parks, and Open Space
- **Transportation: HOSP** - Healthy Oceans, Parks, and Open Space
- **HOSP**: Hampton Oceans, Parks, and Open Spaces
- **New**: New Strategy
- **Neighborhood**: Neighborhood Strategy
- **Neighborhood with Parks and Open Space**: Neighborhood with Parks and Open Space Strategy
- **Neighborhood with Parks**: Neighborhood with Parks Strategy
- **Neighborhood with Open Space**: Neighborhood with Open Space Strategy
- **Transportation**: Transportation Strategy
- **Transportation with Parks and Open Space**: Transportation with Parks and Open Space Strategy
- **Transportation with Parks**: Transportation with Parks Strategy
- **Transportation with Open Space**: Transportation with Open Space Strategy
- **TBD**: To Be Determined
- **NA**: Not Applicable

**Notes:**
- HOSP: Hampton Oceans, Parks, and Open Spaces
- New: New Strategy
- Neighborhood: Neighborhood Strategy
- Neighborhood with Parks and Open Space: Neighborhood with Parks and Open Space Strategy
- Neighborhood with Parks: Neighborhood with Parks Strategy
- Neighborhood with Open Space: Neighborhood with Open Space Strategy
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- Transportation with Parks and Open Space: Transportation with Parks and Open Space Strategy
- Transportation with Parks: Transportation with Parks Strategy
- Transportation with Open Space: Transportation with Open Space Strategy
- TBD: To Be Determined
- NA: Not Applicable
# Hampton Community Plan

## Strategies

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<td>PC-17</td>
<td></td>
<td>Real World Initiative: Create a comprehensive approach to ensuring that all young people have a career plan by the time they graduate, and are prepared for employment, enlistment, or enrollment in higher education.</td>
<td>HCJ, Coalition for Youth</td>
<td>New</td>
<td>TBD</td>
</tr>
<tr>
<td>PC-18</td>
<td></td>
<td>Out-of-school-time Task Force: Create a task force to coordinate and support all City approaches to the school-age population, including emphasis on strengthening partnerships, leveraging resources, evaluation, sharing best practices, and centralizing volunteer recruitment.</td>
<td>ACM Public Safety and Human Services Cluster</td>
<td>New</td>
<td>TBD</td>
</tr>
<tr>
<td>PC-19</td>
<td></td>
<td>Capacity Building: Create an expanded and specialized training system in order to enhance youth development services and the developmental assets mobilization throughout the community, including connection of services to in-school supports and mandatory training for school personnel.</td>
<td>Coalition for Youth</td>
<td>New</td>
<td>TBD</td>
</tr>
<tr>
<td>PC-20</td>
<td></td>
<td>Bring Them Back: Create and invest in a system that recruits, encourages, and supports an ever-increasing number of young adults who make up the ‘Creative Class’ to choose to return to, or locate in, Hampton.</td>
<td>Coalition for Youth</td>
<td>New</td>
<td>TBD</td>
</tr>
<tr>
<td>PC-21</td>
<td></td>
<td>Information Systems for School-age Youth: Create a comprehensive information system for young people regarding activities, opportunities, and important transitions including activity and web-based strategies. Ensure that strategies are inclusive and reach out to all youth and families.</td>
<td>Coalition for Youth</td>
<td>New</td>
<td>TBD</td>
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### Legend

- **Goal**: A strategic goal or outcome of a particular plan.
- **Sections**: Relevant sections to which a strategy aligns.
- **Timing**: Duration of the strategy.
- **Year**: Year the strategy is expected to be implemented.
- **Status**: Current status of the strategy.

### Additional Information

For additional information or a copy of the complete plan contact:

Hampton Planning Department • 1 Franklin Street, Suite 603 • Hampton, VA 23669

Phone: 757-727-6140

Email: planning@hampton.gov

Web: [www.hampton.gov/planning](http://www.hampton.gov/planning)

Download PDF: [www.hampton.gov/communityplan](http://www.hampton.gov/communityplan)

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Executive Summary • City Council Adopted - February 8, 2006